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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to
House-furnishings
Lamps
Gift Shop
and
Art Goods
Dolls & Toys

Vol. 104, No. 1

JAN. 6, 1927

IN THIS ISSUE

Special Gift Section in which Beatrice Miller Wisner writes for our readers of the very latest gift items being displayed in New York stores

Regular monthly Philadelphia section with report of latest happenings by our Philadelphia correspondent.

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

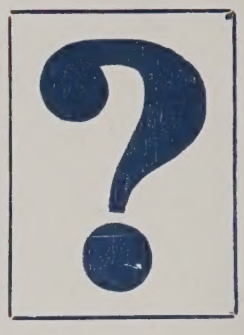
Timely news of Chicago by J. H. Smythe of our staff

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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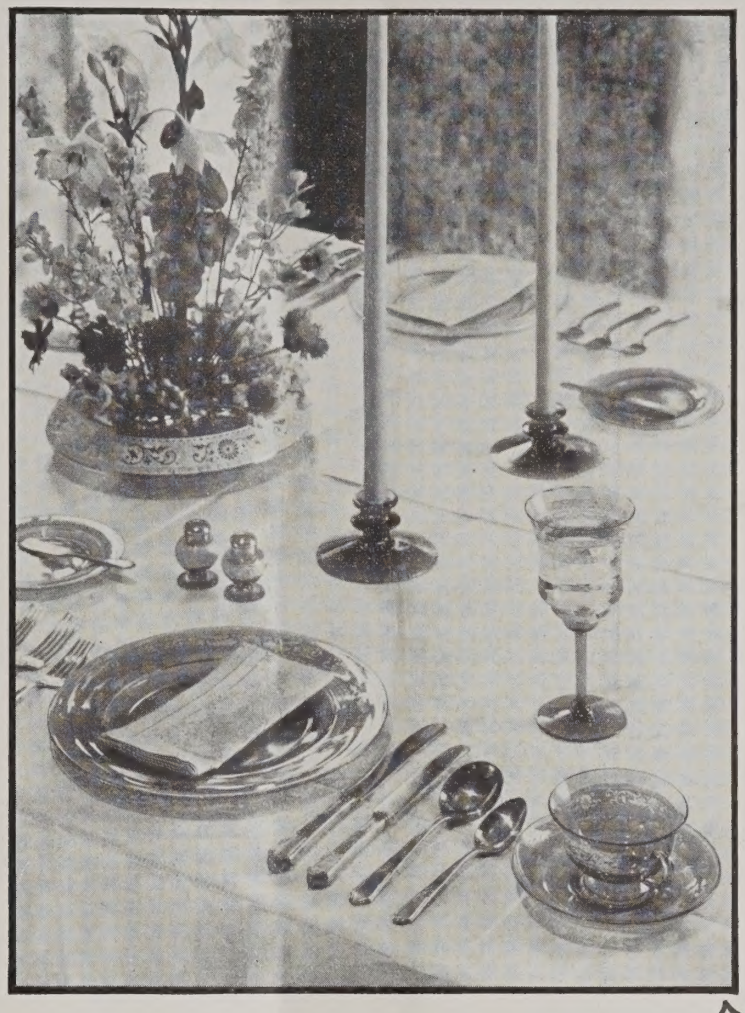
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Now the full splendor of Fostoria—the complete dinner service



Complete Fostoria service of etched dinner-ware, centerpiece and candlesticks to match. . . . Every piece of glassware leaves our factory bearing this brown and white label.

Fostoria

FINE CRYSTAL AND DECORATED GLASSWARE

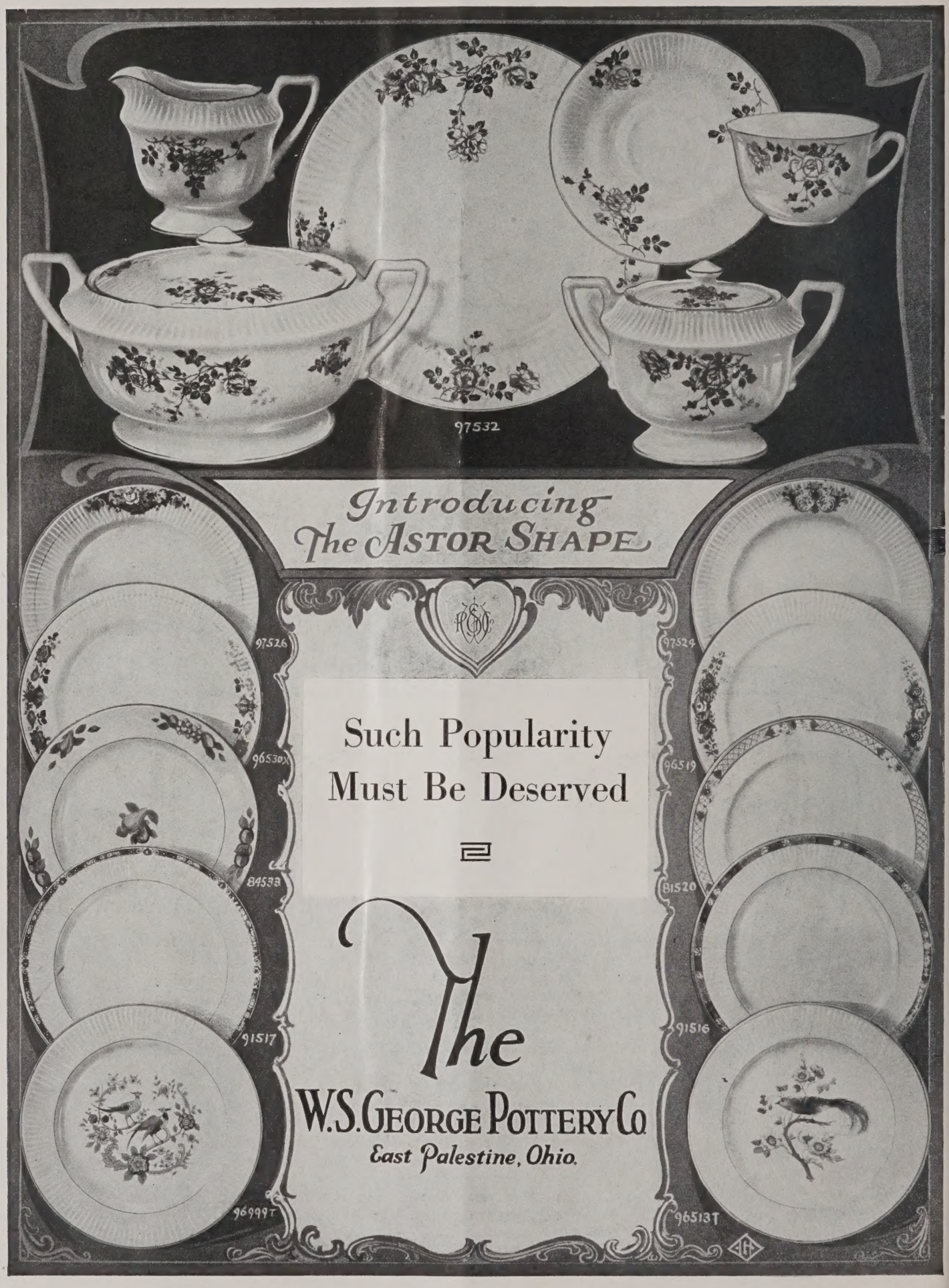
For 1927 Fostoria has scheduled the most important advertising campaign in the history of the company. Handsome color pages, spectacular black and white pages in leading women's publications will continue to tell your customers about the beauty and usefulness of this fine glassware.

Three years of consistent, distinguished advertising have established the Fostoria name as a symbol of quality glassware throughout the country. Customers not only ask for Fostoria—they insist on it.

The new line now on display is the most interesting and the best we have ever shown, and is thoroughly profitable for a dealer to handle. Call at our salesrooms or have our salesman visit you: New York Office, 141-147 Fifth Avenue; Chicago Office, 807 Capitol Building; Minneapolis Office, 100 North Seventh Street; Dallas Office, 727 Santa Fe Building; San Francisco Office, 86 Third Street.

The Fostoria Glass Company, Moundsville, W. Va.

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Introducing
The ASTOR SHAPE
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Such Popularity
Must Be Deserved
The
W. S. GEORGE POTTERY CO.
East Palestine, Ohio.



The Pittsburgh Show

Our January Exhibit, Rooms 720 and 722, Fort Pitt Hotel, is so good that we enjoy showing it, so good that we don't want you to miss it. Lots of new things and every one worth while.

Hall China Company

East Liverpool, Ohio

VITREOUS
EDWIN M. KNOWLES CHINA CO.

Two New Plain Shapes In Ivory Body

The Lotus
and
The Santa Barbara

Both ready to show in many new decorations at our sample room January 1st, and at the Fort Pitt Hotel during the Pittsburgh show.

For 1927 we will make the following Dinnerware Shapes

In Ivory	In White
The Maryland	The Mayflower
The Santa Barbara	The York
The Lotus	The Hampton
	The Monterey

Edwin M. Knowles China Co.

East Liverpool
Ohio

BY INVITATION MEMBER OF
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QUEEN ANNE Shape

WARM IVORY BODY
UNUSUAL DECORATIONS
MARCH DELIVERY

MERCER
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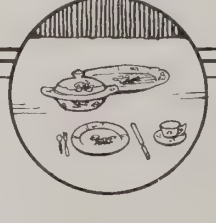
Gloria Shape

THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

¶ We are adding a number of new exclusive designs particularly adapted to our Gloria shape and Ivory body.

¶ These will be on display at our factory sample room and in Room 603, William Penn Hotel, during the China and Glass Exhibit.

We invite comparison.



KNOWLES, TAYLOR & KNOWLES
Company
EAST LIVERPOOL., OHIO.

K·T&K·
IVORY

Be sure to see what we believe will be one of the outstanding successes of the Pittsburgh Exhibit,

THE NEW

OAKMONT SHAPE

IN

Princess Ivory

▾ ▾ ▾

Room 792

FORT PITT HOTEL

J. W. Mackey and W. L. Tickel in charge

THE SMITH-PHILLIPS CHINA CO.

East Liverpool, Ohio

Princess Ivory



"EDEN and PARADISE"

This illustration features **"THE EDEN"** and **"THE PARADISE"** decorations on the new **PILGRIM** shape. They are the same design, but the **EDEN** border is a golden yellow, and the **PARADISE** a soft azure blue. The flowers and centres are the same colors in each decoration.

These patterns are carried in stock by the largest jobbers.

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Decorations and Shapes are both patented.

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THEODORE HAVILAND FRANCE

These marks identify all genuine Theo. Haviland China

Decorated

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FRANCE

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LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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Vol. 104 January 6, 1907 Number 1

AS THE EDITOR SEES IT

The Automobile and the Country Store

The automobile has been added to the mail order house, the house-to-house-canvasser, and the chain store, as being responsible for one of the newer buying tendencies in the vortex of which the small town merchant and the country general store keeper are caught up.

"Roadside business," the Department of Domestic Distribution of the Chamber of Commerce of the United States finds, has led to changing conditions. "This happens all the time," it says in response to an inquiry, "never has ceased from the beginnings of distribution and so far as we anticipate, never will cease; but the fact is unalterable that the good merchant—the intelligent merchant—not only survives but prospers under conditions which injure or destroy the business of those who are less alive to opportunity.

"But there are compensating factors. An immense business, the magnitude of which is unknown, has developed in the roadside sale of fruit, poultry and fresh vegetables, principally bought by city people; and this should be taken in some abatement of the city purchases made by the rural population. Again, it is apparently an unrecognized fact that throughout the driving season enormous purchases of hot weather merchandise are made by automobilists, and the money left with country garages and supply stations must amount to an enormous sum annually."

Why Business Men Should Keep Out of Courts

The number of cases referred to the tribunals of the American Arbitration Society is steadily increasing and attests to the popularity of this form of settlement of commercial disputes. "In one industry alone," says Johnson Heywood in *Forbes Magazine* (N. Y.), "more than 23,000 cases involving $4,650,000 have been arbitrated within two years."

"There are six principal reasons why thousands of shrewd business men never go to law, but, instead, submit all of their disputes to arbitration," says the writer.

"They are:

"1—A lawsuit practically always destroys business goodwill. Arbitration preserves it.

"2—Court proceedings are public. Arbitration is private.

"3—Arbitration is speedy. Courts are so congested that years often pass before a case can ever come to trial.

"4—Arbitrators are usually experts in the business in which the dispute arises. It is unnecessary to educate judges and juries in highly technical trade practices.

"5—Arbitration is flexible. Court procedure is rigid.

"6—Arbitration costs very little. A lawsuit is always expensive."

To control others, first control self.—*Forbes Magazine* (N. Y.)



Top, left to right: Assorting Room and finished product in warehouse of Stetson China Co., Chicago; One of the aisles in warehouse. Bottom, left to right: Decal force in Decal Department and one of the kiln crews.

Stetson China Company Makes Marked Progress

Chicago Concern Has Grown from Small Business with Five Employees to Large Manufacturing Organization Employing Eighty-five People—Recently Opened Showroom in American Furniture Mart

THE STETSON CHINA CO., 1751 W. 74th St., Chicago, has made marked progress during the past four years in the decoration and sale of breakfast sets, dinner sets, and china specialties. The company is now occupying a large manufacturing plant in an outlying section of Chicago where they have every facility for receiving and shipping dinnerware in carload and smaller lots.

A few years ago the Stetson China Co. employed but five people. Now they have a regular staff consisting of 85 workmen throughout the year and in special rush seasons even this large force must be increased.

The Stetson China Co. has come to be known as a leader among concerns offering special sale dinnerware. Some of the largest department stores in the country make a special feature of Stetson China sets several times during the year and use this merchandise as a leader on their big sales days.

New patterns are being added from time to time to the Stetson China line, the latest being the company's new Rosemont creation. In this product they offer for the first time the popular Ivory Body Ware. Wherever the first samples have been shown, the new Rosemont has scored a distinctive hit. Mr. Stetson, head of the company, believes that the Ivory Body Rosemont sets which he is offering in attractive color decorations and at a price that will create volume sales will be their biggest seller during the new year.

The Stetson China Co. recently announced the opening of a new show room in the American Furniture Mart Building, 666 Lake Shore Drive, Chicago. This gives the concern their first down town display room and offers the buyers an easy opportunity to inspect their ware. Heretofore, it was necessary for the buyers to make a trip out to the Stetson plant or make an appointment to meet their representative at some central point. Now the buyers may run into the new show room at their convenience.

The accompanying illustrations of the Stetson China Company's plant will give some idea of the size of the concern's stock rooms, decorating rooms and warehouse.

The Stetson China Co. probably carries the largest stock of plain white china of any concern in this section of the country. All of this white china is used for their own decorations and not for sale to other decorators. The stock is carefully assorted and made up into sets packed ready for shipping, immediate delivery being assured on practically every order which goes into the company. The white ware is received in the company's warehouse in carload lots and taken in from their own private switching track. The plant is located on the outer railroad belt of Chicago, thus giving them service on all roads coming into this city.

The trade will find a visit to the company's new display in the American Furniture Mart of exceptional interest.

Business Shows Usual Trend

Distributive trade in the last week of 1926 showed the usual post-holiday tapering off, with retailing and immediate business at wholesale about equal to a year ago. Retailers held pre-inventory sales in most cities, with fair success, and some orders were received by jobbers for goods at bargain prices, to be offered in reduction sales during January. Inventory-taking was general with wholesalers, and most salesmen were off the road. Spring business booked seems to have been below a year ago. Cold weather on the Pacific coast and in the middle west helped shoes and clothing, and bituminous coal moved more freely, although prices were weaker. Trade was retarded in the valleys of the Mississippi, the Ohio, and the lower Missouri or their tributaries by continuous rains and, in some cases, floods.

Bad weather also retarded corn husking, which was still going on in the southern portions of the corn belt, and sleet damaged some cotton in Arkansas and Oklahoma. Winter grains were in fair to good condition, except for some smothering in scattered areas.

Industry, taken as a whole, may be said to have been considerably below the earlier weeks of December and a year ago. Building was hindered by inclement weather, and lumbering showed further slowing down. Steel mill operations declined to about 65 per cent of capacity, part of this being due to the shutting down of some plants for the holidays. It was noted, however, that this industry exhibited a declining trend, whereas at the end of 1925 the general tendency was upward. In spite of the reduction in December, it is expected that production of steel ingots in 1926 will prove to have established a record. The best orders for steel in recent weeks were for oil field and railroad track supplies, little business being done in automobile steels. Automobile production in December is believed to have reached the lowest point in five years, and there was much resultant unemployment. All factors in the industry were awaiting the indications to be furnished by the annual shows before planning production schedules for 1927. Stocks of used cars in dealers' hands were said to be heavy, but stocks of new cars were lighter than usual at the year's end.

CAUGHT IN THE NEWS NET

TWO new additions to the Fred C. Reimer Co., Inc., sales force have been made in the persons of Joseph Offley and H. F. Mackenzie. Mr. Offley will cover middle western territory for the firm while Mr. Mackenzie will cover the Eastern coast from New England to Florida.

Robert O'Connell of the McKenna Bros. Sales Corp. will leave Friday for Pittsburgh. W. J. McKenna, also of the firm, departed Wednesday for Philadelphia, from where he will proceed to Pittsburgh and join Mr. O'Connell where they will both be in charge of the McKenna Bros. Corp. exhibit at the Fort Pitt Hotel during the show.

Gilbert Pitcairn, of the Wm. S. Pitcairn Corp., the well known importing house, left last Wednesday for a ten day selling tour of the middle west.

Carpenters are holding forth these days at the show rooms of Josiah Wedgewood & Son, Inc., 255 Fifth Avenue, where alterations are being made which will be quite an improvement over the showroom as it was previously. At the Fifth Avenue end of the floor a most attractive partition extending three-quarters of the height of the room has been erected which makes the front end of the place into a separate showroom apart from the main room. Here most attractive display tables and shelves are being built for the showing of the firm's line of bone china. The separating partition has been built into shelves which will be devoted to the exhibit of tea sets. At the extreme rear of the general showroom the space is devoted to the exclusive showing of their decorated Queensware line.

A decided improvement is being made to the already pretentious showrooms of Copeland and Thompson where a force of carpenters and painters are going full blast. The front private office located on the Fifth Avenue side of the store is being turned into an additional display room which will be used to exhibit the firm's showing of white china for table decoration. Most attractive display shelves which will be finished in walnut are being built around the sides of the room while tables to match will be placed in the center.

Phillips, Thistle & Smith, the factory representatives, have every reason to feel proud of their showroom. The painters and decorators have just completed the job of entirely renovating the room and the results of their labor are most effective. The ceiling and side walls have been treated to a coat of light cream colored paint which combined with the dark finish of the woodwork gives a most effective background for the display of their attractive wares.

Charles Phillips, of Phillips, Thistle & Smith, Inc., is scheduled to depart next Sunday night for Pittsburgh. From there he will proceed to the factories represented in the New York market by his company. He expects to be gone about a week.

Robert Schlenker, manager of Ovington Bros. Chicago store, arrived in New York on Thursday to spend the balance of the week before paying a visit to the Pittsburgh exhibit next week on his way back to the windy city.

Kennard L. Wedgewood, Chairman of the China and Glassware Auxiliary of the recent Red Cross Drive, announces that the results obtained this year in behalf of this good cause have surpassed those of previous years. This will be gratifying news to those in the trade who have given their support.

Percy N. Leyland, of Percy N. Leyland, Inc., who has been in England for several weeks on a visit to the factories which he represents in this country is a passenger aboard the Aurania due to arrive in New York January 10.

J. Duncan Dithridge, New York manager for the Bryce Bros. Co., is spending a few days at the factory at Mt. Pleasant, Pa., this week, conferring with the heads of the plant.

Charles F. McDonald and George R. Nixon, of the Mercer Pottery Co., are scheduled to depart Friday for Pittsburgh where they will be in charge of their factory's exhibit in rooms 614-616 at the Wm. Penn Hotel.

C. P. Cox, head of Cox & Co., the well known factory representatives, left last Tuesday night for Bellaire, O., where he will visit the factory of the Imperial Glass Co., which his firm represents in the New York market. He is expected back at headquarters Friday.

John W. Gillies, in charge of production of the Mercer Pottery Co. factory, departs for Pittsburgh next Sunday for the show. He will be there a week before returning to Trenton.

The B. Tomby & Co. travelers are all preparing for early departures. I. S. Zugsmith leaves Sunday for a trip through Eastern territory. Col. Will A. Rhodes, South on January 16, John Paul, West on the same date and Richard Krautheim for the Middle West, January 23.

Among the changes in the trade occurring during the past week was the resignation of Harry S. Clarke from B. Tomby & Co. who had held an important position with the concern for several years. Mr. Clarke has not yet announced his plans for the future.

Some of the New York exhibitors at the Pittsburgh Show are already on the scene of action preparing their displays while all the others will be in Pittsburgh by Saturday. John J. Hines, of J. J. Hines, Inc., who will head his sales force as usual leaves Friday night as does also Justin Tharaud, Jr., who will have charge of the Justin Tharaud, Inc., display. T. W. Hamilton and E. W. Hammond left Thursday.

The many friends in the trade of John J. Miller, the well known importer and head of Maddock & Miller, Inc., will be extremely sorry to learn that he has been ill at his home in Montclair since the day before Christmas. He is showing improvement and it is sincerely hoped that it will only be a short time before he is able to return to his office.

Samuel Neuwirth, of Herbert & Neuwirth, Inc., is back at headquarters after several weeks abroad in quest of new lines. He expects to be on hand as usual at Pittsburgh.

George Sebring Dies Suddenly in Florida

A telegram from the East Liverpool representative of the CROCKERY AND GLASS JOURNAL contains the sad news of the sudden passing of George E. Sebring which will be received with genuine sorrow by a host of friends in the pottery business.

Mr. Sebring was sixty-eight years of age and was founder of the town of Sebring, Fla. He was also an associate of the Sebring brothers when they entered the pottery business at East Liverpool, O., in 1887.

Mr. Sebring died suddenly at his home at Sebring, Fla., Tuesday night, following his return from a neighboring community where he had gone to make a public address.

After being in business in East Liverpool for some years with his brothers, Mr. Sebring went to East Palestine, O., where he operated under the name of the East Palestine Pottery Co. He later built the Ohio China Co. plant at East Palestine, O.

He was one of the most widely known real estate operators in Florida, going there after he had retired from the dinnerware business.

Mr. Sebring was the father of Kenneth Sebring of the Sebring China Co., Sebring, O.

Funeral services will be held at Sebring, Fla., Friday.

The Sterling Glass Company

of Cincinnati

Wish you all a happy-prosperous New Year!

You are invited to visit us at the Pittsburgh Show. We will be in the same location as last year, Room 605, William Penn Hotel, beginning Monday, January 10th.

Our line was conceded to be the best retailer on the market last year.

We feel sure you will agree that it is better this year.

You will be cordially greeted

By

L. M. Teutschman
Secretary

James P. Gordon
Representative



Curtain Raisers for 1927 Dinnerware

THE stage has been set and the curtain is now being raised for the 1927 dinnerware market. While a few scattering buyers have been in the local district this week, there will be a decided increase in the number commencing next Monday, and continuing throughout January.

New shapes and new decorations are creating quite a lot of interest, although not near as many new shapes are being shown this season as a year ago. The number of new treatments, however, are about up to the normal standard.

Practically all dinnerware plants in the local and surrounding districts resumed operations Monday, Jan. 3rd, and shipments that are now going forward to the department store trade are for the February sales events.

On account of the severe cold weather of late in this territory, there was some decline in production on account of natural gas being denied manufacturers for kiln firing purposes. However, there has been less loss in kiln production so far this season on account of cold weather than the record for the preceding season discloses.

While a number of local firms are displaying their lines at the Ft. Pitt and Wm. Penn Hotels at Pittsburgh, it is contended that the usual number of buyers will visit the local market this year as before. Some buyers will make their headquarters at Pittsburgh and make daily trips to this city. Others will remain here for several days, being registered at the Elks Club.

From present indications, the local market gives early promise of being very active throughout the month and manufacturers are anticipating some rather large specifications for future shipment.

A number of new lines and styles have been added to the lines of the S. A. Weller Co., Zanesville, O., for the new season it was announced this week. These are now being displayed at the factory sample room, and will also be shown at the Ft. Pitt display, which opens next Monday. "We believe that without doubt the Weller line is larger and better than ever before in our career," the company announced this week.

This interest has about completed a number of improvements at its factory, which includes the erection of a tunnel kiln at their No. 1 plant. The sales force of this pottery will remain as heretofore.

Steubenville Announces Selling Force

The Steubenville (O.) Pottery Co. has announced that its selling force for the new year will be composed of the following: R. W. Corey, Boston and New England territory; A. H. Hays, New York; George Turner, Chicago and the west and W. R. Neal, in the Baltimore and southern territory. All of the new patterns on the ivory body dinnerware line of this factory are now being carried by these salesmen.

S. M. Seright Joints Brush Directors

Announcement has been made by the Brush Pottery Co., Zanesville, O., of the election of S. M. Seright as a member of the board of directors, and also as secretary of the corporation. Other officers who have been continued are: President, W. R. Baker; treasurer, George H. Stewart and George S. Brush as general manager. Because of the death of William M. Bateman, who was vice-president of the company, it resulted in the selection of Mr. Seright as a member of the board.

W. S. George No. 4 Plant Producing

The No. 4 plant of the W. S. George Pottery Co., East Palestine, O., is now in full production on an ivory body, and in their "Derwood" shape is now to be had in both white and ivory body. For the latter feature, a number of special and exclusive patterns have been listed. Shipments of the ivory body are now going forward.



Atlas-Globe Announcement Interesting

The announcement made in the Holiday number of the CROCKERY AND GLASS JOURNAL of the consolidation of the interests of the Atlas China Co., Niles, O., and the Globe China Co., Cambridge, O., that hereafter the new firm will be known as the Atlas-Globe Co., has created considerable interest in the trade. Heretofore the two plants were operated independent of each other, but as a result of the consolidation the business of both factories will be under one office management at Niles. The Cambridge plant will be devoted to the production of ivory body dinnerware featuring a striking new shape, the Bona-Dea.

T. A. McNicol to Feature Lustre Effects

Three new specialties in lustre effects are to be featured by the T. A. McNicol China Co. for the current season. These features are additions to the regular dinnerware line of this factory, it having both a plain and fancy shape. The first samples of the new specialties have been placed in the plant sample room.

Buyers Visit East Liverpool

Among buyers who were registered in the East Liverpool market during the last few days included A. A. Blankenmeister, of the St. Louis Glass & Queensware Co., St. Louis, Mo.; Frank Gelb, with Gimbel Bros., New York; and Leon Neubrik, with Crowley, Milner Co., Detroit, Mich.

Third K. T. K. Plant Producing Ivory Body

The third of the Knowles, Taylor & Knowles Co.'s plants is to be put into the production of Ivory within the next week or so, or as soon as the conversion can be made. This change will give this interest only one pottery on white ware, this being the "Buckeye" plant of nine kilns.

Announcement of the proposed increase in Ivory production was made this week by John B. McDonald, in charge of sales.

Twenty new treatments are being shown on the K. T. & K. line this year, and only 3 borders are being featured in this new assortment. Other patterns are sprays and medallions. The major feature decoration however, is the new "Blue Daisy" treatment, a controlled pattern that is to be had only on the "Gloria" shape in an ivory body.

Vodrey Showing Six New Patterns

Six new patterns are being shown this season on the "Vesta" plain shape of the Vodrey Pottery Co., a white body product. These new patterns together with others in the line will be displayed by T. A. Copperstone and J. L. Vodrey in their display in suite 773 at the Ft. Pitt Hotel commencing next Monday.

(Continued on page 38)



is about to unfold its opportunities for ceramic producers. It is with pleasure and a sense of responsibility that The Roessler & Hasslacher Chemical Company tenders its cooperation in advancing the interests of the industry it serves.

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GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Active Year for Glass Trade Predicted

JUDGING from early inquiries received by manufacturers concerning merchandise for 1927, opinion is rife in this market that the glass trade as a whole will experience a rather active year. The annual market will open at the Ft. Pitt and Wm. Penn Hotels here next Monday under the direction of the Associated Glass & Pottery Manufacturers, continuing for about three weeks.

Hundreds of requests for reservations from those who intend to visit the market during the next few weeks have been received by both of the above hotels. These have been received from all parts of the country.

During the last few days many salesmen have been busy unpacking samples and arranging their individual displays, and by Monday morning next the market will be ready in every detail for the reception of buyers.

Hundreds of new items will be featured by the glass manufacturers this season, while the pottery manufacturers are ready to show some new dinnerware shapes and scores of new treatments. In the latter line sprays and medalions will predominate, although some new border patterns have been included in the 1927 line.

Reports are current here that retail stocks were pretty well sold out during the last holiday season, and that distributors will be open to place, in many instances, larger specifications than were underwritten a year ago. All in all, the signs point to a busy year in both the glass and pottery industries.

Good Entertainment at Western Banquet

The Red Arrow Octett of Pittsburgh will furnish the music during the annual banquet of the Western Glass & Pottery Association at the Kaufmann Auditorium next week, and this will be supplemented by a specialty dancing chorus of five girls. In addition the Pennsylvania Railroad Male Chorus will also be featured at this event.

There will be no "banquet addresses" upon this occasion, it has been announced by the committee, which is composed of J. H. Harris, Albert Benswanger, Henry Nickel, J. L. Vodrey and Robert G. West.

Following the dinner there will be dancing.

McCrory Syndicate to Issue Bonds

It has been reported here that the McCrory Syndicate will soon issue $6,000,000 bonds, the proceeds of which will be used, it is said, to retire obligations on certain parcels of real estate and also for the purpose of providing augmented working capital. The bonds will be offered at 98 and will yield about 5.70 per cent, and redeemable in whole or part at 103 on or before Dec., 1931. Only recently this interest declared four quarterly dividends of $1.75 on the preferred stock for 1927. Total sales of this syndicate for the first 11 months of 1926 showed an increase of 13.5 over the corresponding term of 1925.

The Dunbar Flint Glass Corp., of Dunbar, W. Va., has announced that its sales force will be increased during the current year, and that new representatives will be placed in all states south of New York State and east of the Mississippi River. Such territory is now open.

Thomas O'Hara to Represent Economy

Thomas F. O'Hara will represent the Economy Glass Co., in New York State outside of the Metropolitan district and will also cover the New England states, it has been announced by General Manager George Daugherty. Mr. O'Hara resides at Southbridge, Mass., but very soon he will establish permanent headquarters at Boston, Mass. He has been traveling this territory for a number of years, and is well known among the glass buyers in these states.

Utility Changes Sales Force

Changes in the sales force of the Utility Glass Works, Inc., of Lonaconing, Md., have just been made known by O. S. Atterholt of that company. In the Boston, Mass., territory the line will be hereafter represented by W. J. Kelly, who will also cover the New England territory. In the San Francisco district and also northern California, the line will be represented by W. H. Rardon, while the Borrell Co., of Dallas, Texas, will represent the Utility Co., in the Texas, Oklahoma and Louisiana district. The eastern states territory will be covered by William Van Cleff.

Anent the new 1927 line of this company, three new features have been included, these being their "Cambodia," "Mandalay" and "Nilotus" lines. There will be also new color combination effects, a new beverage set in optic and crackles ware at a wide range of prices, and new needle etched designs. Plates are also to be had to match the cheaper lines of stemware. Among the new items will be included bonbons, vases and cigarette holders.

F. Lloyd Bryant Joins Monongaha

F. Lloyd Bryant, until recently associated with the United States Glass Co., with offices at the Tiffin, O., factory, is now with the Monongaha Glass Co., of Fairmont, W. Va., in charge of sales of the higher grade lines of

this factory, it is announced by K. A. Rock, of the sales department.

This line will be shown at room No. 785 at the Ft. Pitt next week, and will include several new lines of high grade lead blown stemware, which will be featured this season in both crystal and various colors. New plate etchings and cuttings have also been developed for the 1927 trade.

Westmoreland to Show 150 New Items

"We're going to show one hundred and fifty new items at the Ft. Pitt, during our exhibit there in the assembly room," C. H. West, of the Westmoreland Glass Co., made known this week. "This will be the largest and best showing of our line we ever assembled since the factory has been represented in the Pittsburgh market. All I can say to the trade about the 1927 line is to see it for yourself."

Jeannette Has New Ideas

New ideas in torchiers and boudoir lamps have been included in the 1927 line of the Jeannette Shade & Novelty Co., of Jeannette, Pa., was made known this week by Thomas R. Crock, president of this company. In addition to these features the factory is now in the production of a new and novel line of lamps, and also popular priced lamps for the jobbing trade.

Indiana Has New Tableware Lines

George W. Haskell, sales manager for the Indiana Glass Co., of Dunkirk, Ind., announced this week that the two new lines of tableware have been designed for the 1927 trade. These will be shown here at the Ft. Pitt for the first time next week. A number of new specialty items in both colored and decorated glassware have also been included among the new offerings of this factory for current year delivery.

Otto Jaeger Back at Desk

After an illness of nearly three months, having been caused by his being struck by an automobile, Otto Jaeger, of the Bonita Art Glass Co., of Huntington, W. Va., is again able to be at his desk.

This concern is showing for this season several new lines, one of them being of Peach Blow order, a copy of a vase that was sold nearly a half century ago for $15,000. This particular vase stood eight inches in height. A similar line was made by the old firm of Hobbs, Brockunier & Co., of Wheeling, W. Va., high in price and at that time had an excellent sale. But, at that time the line was made of case glass, and the manufacturers not being familiar enough to have the two glasses agree with each other, and the contraction and expansion being unequal, most of the ware broke. The firm, however, being very reliable, made good the breakage, and then dropped the line from its list.

For a long period of time Mr. Jaeger has been experimenting on this item, and has successfully developed it, so that it can be placed on the market with absolute safety. In addition to this new line this firm will also show here



a number of new decorations on imported stemware and china.

Blue Ridge to Erect New Plant

The supply trade here has been informed of the intent of the Blue Ridge Glass Corp., at Kingsport, Tenn., to erect a new plant. It will be one story in height, cover a tract 85 by 300 feet and will be of steel and stone construction. F. F. Shetterly is in charge of this factory.

"Cheri-Glo" New Glass Color

"Cheri-Glo" is a new color that is being prominently featured this season in the line of the Paden City Glass Mfg. Co., of Paden City, W. Va., according to Samuel W. Fisher, president and general manager of this factory. In addition to this new feature in colored glassware, an entire new line of the No. 191 pattern will be shown for the first time when the exhibit of this firm opens at the Ft. Pitt next Monday. It is the opinion of Mr. Fisher that this line will surpass in production any line previously brought out at this factory.

Von Hagel Resigns from Sears, Roebuck

Henry Von Hagel, china and class buyer for Sears, Roebuck & Co., resigned on January 1st. Mr. Von Hagel was probably as well known in the china and glass business as any buyer in the country. He has bought china in great quantities for his organization and was said to be either the second or third largest buyer in the country in

(Continued on page 23)

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the tenth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

As a general proposition, all income is subject to tax. However, the law does provide for some exemptions. Let us in this article see what some of them are.

Perhaps the most familiar tax exempt item is interest on the increasingly popular tax exempt bond. What bonds are tax exempt? It is generally believed that bonds issued by the United States Government come in the exempt class. That is not strictly so. With the exception of the 1st Liberty Bond 3½ per cent issue, only the interest from $5,000 of Liberty Bonds and Treasury Notes are fully exempt. Any excess, while exempt from normal tax, is subject to surtax. Federal Farm Loan Bonds, however, have complete exemption. Likewise, the interest on bonds issued by a stare or any of its subdivisions, like a city or county, is exempt from both normal and surtax.

A special provision is made with reference to the income from building and loan stock. All such income up to $300 is exempt.

The proceeds of life insurance policies paid by reason of the death of the insured to his estate or to any beneficiary, is exempt from tax. However, where the insured himself collects the proceeds upon the maturity of the policy, taxable income must be reported to the extent of the difference between the amount collected and the total premiums paid during the life of the policy.

As for other types of personal insurance, it is provided that amounts received through accident or health policies, or under workmen's compensation acts, for personal injuries or sickness, need not be included in income. The amount received by law suit or agreement as damages on account of injuries or sickness, likewise does not constitute taxable income.

Amounts received as compensation, family allotments and allowances for war risk, insurance or as pensions for military service are also exempt. As a result, the soldiers' bonus need not be reported in the income tax return.

Gifts are not taxable either to the giver or the receiver, irrespective of the value of the property at the time of the gift and its cost to the donor. Neither are legacies and bequests taxable. Of course, the income from the property so received would be subject to tax in the regular manner.

One exception in which investors will be generally interested in is that which makes it possible to omit from income the tax paid by a corporation for the bondholder pursuant to a tax-free covenant clause in the bond. Under some of the previous laws, the tax so paid had to be included in income. That is no longer so.

Having discussed in this terse fashion what may be excluded from income, we may now proceed to the more important question of what must be included in income. All income not specifically exempted is taxable. This includes profits on sales, compensation for personal services, business gains, interest, dividends, etc. In the next article we will analyze the first element mentioned, namely, profits on sales. We will there try to explain exactly how profit is to be computed for income tax purposes.

Q. If a bond is bought in the market at less than par value and held to maturity when par payment is received, is the profit thereby realized subject to tax or exempt from tax? If such a bond is called for payment at par or above, depending on the call price figure, is the profit thereby realized subject to tax or exempt from tax? If a bond is bought above par, held to maturity and paid at par, or called below cost price, is the loss thereby sustained deductible as a loss? Would the ruling on any of these points differ in respect to corporation bonds or U. S. bonds or other tax exempt bonds? If so, in what way? For instance, we have some Liberty Bonds—Fourth 4¼'s bought at 90. If these are called before maturity, at par, is the profit tax exempt or not?

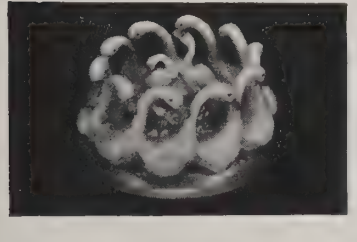
A. Where a corporate bond is purchased in the market at less than par and held to maturity, or where the bond is called at a price higher than what was paid for it, the difference is taxable income. On the other hand, where the redemption price or the call price is less than cost, the loss is deductible. What is more, neither of the transactions can be classed as a capital gain or loss, so as to limit the tax rate to 12½ per cent. When tax exempt bonds are involved, the situation is somewhat different. Where a tax exempt bond is originally subscribed for and held to maturity, or called, the difference in the proceeds as against the cost price does not give rise to any gain or loss. Instead, it is regarded as an adjustment of tax exempt interest. However, where the bond is purchased in the open market at more or less than the issuance price, gain or loss does arise to the extent of the difference between the price paid and the issuance price. Furthermore, where the bond is sold in the market before maturity or call, the transaction does become taxable, and gain or loss is computed in the regular way, irrespective of the price paid for the bond.

What's New in New York Showrooms

Beauty and Great Variety in Taiyo 1927 Line

The showrooms of the Taiyo Trading Co., 101 Fifth Ave., the Japanese importers, presents one of the most interesting assortments of Japanese items imaginable. Their 1927 lines now on display disclose an assemblage of beautiful wares, which, it is safe to state, surpass even their displays of former years. It is difficult to place one line before another so pleasing are they all. There is a comprehensive exhibit of new wax artificial flowers, a feature of which is that they are waterproof. Almost every flower is represented and the perfection of detail in their manufacture makes them doubly attractive. These are also reproduced in cotton and velvet. The concern's 1927 lines of tea sets is a revelation. Four large tables are devoted to this exhibit which offers easily over a hundred different treatments in lustre, Satsuma ware and china. Looking still further one finds a splendid assortment of fern dishes and flower holders, the decorations of which are modeled in the form of ducks and fancy birds in bright colors. This line comes mostly in lustre ware. Then there is a showing of wall pockets. Here one in search of special sale items is certain to find what is wanted. This line which comes mostly in china also offers some items in Tokonabe ware and features birds, baskets, Japanese figures, reproductions of old Spanish ships, etc. The latter are something entirely new and decorated as they all are in bright and pleasing colors are extremely attractive. These run in a wide choice of sizes and shapes. For the gift shop trade the Taiyo firm are offering a line of antimony ware made up in cigarette boxes, jewelry sets, candle sticks, picture frames and vases. Artistic designs of dragons, Japanese symbolical figures, ships, etc. add still further to this attractive line. Last but by no means least is their display of ship models. These are of bronze construction in a Cloisonne finish and stand about three feet high. Nothing has been overlooked in their manufacture and they are perfect down to the smallest detail. Standing on a solid oblong fancy base they make a splendid showing.





Mercer Features New Shape in Ivory

With the start of the New Year the Mercer Pottery Co., Trenton, N. J., announce the introduction of their new Queen Anne dinnerware shape in ivory body which will be shown in six new overglaze patterns. The Mercer factory has every reason to feel enthusiastic about their new creation for it is indeed one of the prettiest shapes imaginable. The cover dish, which is footed, with six low feet, is slightly flared with rope handles which lend themselves readily to tracing in either color or gold. One outstanding feature of the flared contour of this piece is that it is very practical from a sanitary standpoint being most easy to clean. It is almost impossible for particles of food to adhere to it. The cover is convex, slightly overhanging and inset, while a low ribbed knob adorns the top. One decoration in particular that is certain to make an immediate appeal features a floral spray, spaced at intervals around the cover. This combines a rose motif alternating with a tulip and purple astor. The colors are excellent combining an assortment of delicate natural tints in purples, reds, oranges, yellow and green. The same idea is carried out around the body of the dish as well, while the knob and handles are gold traced with a gold hair line at the edge and just off the edge. It is safe to say that this pattern is one that will appeal strongly to the better class of retail trade who are seeking something unusual in a warm ivory body.

New Cowan Offerings Promise Big Surprise

The Cowan Pottery Studio, Rocky River, O., have always been known for the excellence and artistic quality of their factory's productions and ushered in with the new year they have developed four new and highly interesting new crackle glazes which are destined to add the last touch to their fancy lines of table ornaments, bowls, candlesticks, vases, etc. These four glazes will be expressed in the form of an old Egyptian Blue, going back thousands of years which up to this time have been seen in museums only, but which now have been reproduced successfully by the technologists of this factory, a Guava yellow quite antique in feeling and particularly adapted to decorative pieces, a Mellon green typical of some of the ancient Chinese pieces and last but not least a new Spruce green. The concern have also produced two new clear glazes, the first being that of an unusual Daffodil yellow and the second a clear Turquois green. Still further in addition to their new offerings will be a charming group of peasant figures by the Russian sculptor, Alexander Blazys. A series of figure candlesticks, new in concept, entirely new ideas in flower holders with flower arrangement, charming new designs in bowls, vases and the like are still further items to add to the great possibilities assured of by the Cowan 1927 offerings, all of which may be viewed at the salesrooms of Howard G. Seldon, 225 Fifth Ave., New York.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Chicagoites Migrating to Pittsburgh

A GROUP of the local manufacturers' representatives and a number of buyers from the middle west, will leave Chicago Sunday night for Pittsburgh to attend the annual glass exhibits at the Ft. Pitt and William Penn hotels. Some of the representatives will spend two weeks at the exhibits assisting the factory salesmen in handling the buyers who will be in Pittsburgh.

First week indications in Chicago are that the local trade will experience a good month during January. The opening of the Furniture Mart in Chicago this week has already brought in a number of buyers who visited the local sample rooms and placed order to replenish their stocks which became depleted during the busy holiday season.

There have been unusually few changes among the buyers for Chicago department stores this January. There will be a new housefurnishing buyer at Mandel Brothers, succeeding Mr. Hoffman. R. S. Hubbell, assistant to Pete Rinkin, buyer of china and glass for the Boston Store will leave Chicago in the near future for St. Louis, where he has accepted a buying position with Stix, Baer & Fuller. Other minor changes have been rumored but no definite announcements are forthcoming from the stores themselves.

J. I. Lore, president of the Albright China Co., Scio, O., was a Chicago visitor last week.

Fred T. Renshaw, manufacturers' representative with display rooms at 30 E. Randolph St., left Chicago on December 4th for a two weeks' trip east. He will visit the factories of the Monongah Glass Co., Duncan & Miller Glass Co., and the Cooperative Flint Glass Co. Following his visits to the factory Mr. Renshaw will go to Pittsburgh for the glass show before returning to Chicago. W. G. Norman will be in charge of Mr. Renshaw's display during his absence.

Gus Bub, china and glass buyer for Hartman's, leading Chicago furniture house, will leave for Europe on February 4th on a buying trip for his firm.

Announcing Our New Show Rooms in the American Furniture Mart



We wish to announce the opening of our new Show rooms in the **American Furniture Mart Building,** 666 Lake Shore Drive, where we will show for the first time our Ivory Body Ware in our **New Rosemont** creation which will speak for itself, for its exquisite coloring and an unusually attractive price will quickly build business for you.

Be sure to pay us a visit

SHOW ROOMS
American Furniture Mart Bldg.
666 Lake Shore Drive

Space 512 Phone: Superior 4100

Phone
Hemlock
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THE STETSON CHINA COMPANY
Offices and Factory 1751 W. 74th St. CHICAGO

WHAT TO BUY AND WHERE TO BUY IT IN —

CHICAGO

A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
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EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
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OWEN CHINA CO.
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IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Burley & Co.'s "Mid-Winter Sale" which has come to be quite an event in the china and glass trade started this week. This year the customary sale includes everything in the Burley Shops and the reductions range from 10 per cent to 50 per cent. Dinnerware, table glass sets, fancy china decorative pieces and service plates are only a few of the items which come under the drastic reductions for the month of January to clear their stocks for 1927 merchandise.

A January sale of china and crystal is being held at Ovington's in their recently-opened store on Michigan Ave. Ovington's collection of imported china and crystal is one of the largest and most carefully selected in the entire country, so there is really a wealth of buying opportunities for the public in this January sales event.

The date of the China, Glass and Gift Show to be held at the Sherman Hotel is rapidly drawing near. A comprehensive display of lines has been assembled and will be ready for the opening day, Jan. 19. The Exhibit will be open for one week only and a large attendance is anticipated, based on past experience of the similar events held under the same management.

Charles D. Fraunfelter Famous Ceramist Dies

Charles D. Fraunnfelter, the well-known ceramist, died of pneumonia in his home in Zanesville, O., on December 26th, after an illness of only one week.

Mr. Fraunfelter, who was one of the best known residents of Zanesville, was president of the Fraunfelter China Co., and had the distinction of being the first to develop and start the manufacture of the first hard-fired porcelain to be made commercially in the United States.

Always a family man Mr. Fraunfelter devoted his life to his family. It was generally believed that he had taken but one vacation in thirty years.

Born in Akron, O., Mr. Fraunfelter was the son of Elias Fraunfelter, an educator. C. D. Fraunfelter's first business experience was gained with a farm machinery manufacturer in Akron. In 1899 he went to Zanesville and Muskingum country as sales manager for the Roseville Pottery Co. In 1916, Mr. Fraunfelter purchased the Ohio Pottery Co. and undertook the manufacture of his hard-fired hotel ware, cooking ware and specialties. Three years ago this plant was merged with that at Chesterton, Ind., in the Fraunfelter China Co.

Mr. Fraunfelter leaves his widow, a son, George E. Fraunfelter; his aged mother and a sister, Mrs. F. M. Whitmer. Following funeral services in St. James Episcopal Church in Zanesville on December 28th, the body was taken to Akron for interment.

James W. Campbell Dead at Ninety

James W. Campbell, aged 90 years, a pioneer glass manufacturer of the Pittsburgh, Pa., district, died at his home at Pittsburgh. He was a direct descendant of Capt. Anthony Cluggage, famous Pennsylvania ranger during the Revolutionary War. He was one of the early leaders in establishing the glass industry in Western Pennsylvania, having been the senior member of Campbell, Jones & Co., who operated one of the early glass factories on the Southside, Pittsburgh.

Von Hagel Resigns

(Continued from page 19)

the volume of dinnerwares purchased. Mr. Von Hagel has been with Sears, Boebuck & Co. for a little over twenty years and worked his way up to manager of their large china and glassware department. Mr. Von Hagel will take a well earned rest for two or three months before reentering the business world, and at the present time will make no statement of his future plans other than that he will again become engaged in the business of buying and selling dinnerware.

Be Sure and See

Bonita Art Glass Co's. Line

In Rooms 1138 *and* 1139
FORT PITT HOTEL
Beginning January 10

In addition to our large lines of decorated glass and china we have quite a nice lot of choice items for

"SPECIAL SALE PROPOSITIONS"
For the Wide Awake Buyer

RESPECTFULLY YOURS,
Bonita Art Glass Co.,
Huntington, W. Va.

A Distinctive American Product

For Home Decoration

Sold Thruout the World

Send For our Beautiful Catalogue in Colors.

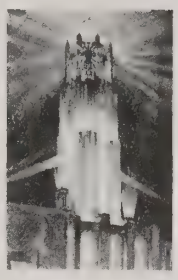
Factory and Offices

FENTON ART GLASS CO.
Williamstown, W. Va.
U. S. A.



Entrance to Palace of Arts

PHILADELPHIA SECTION



The Tower of Light

Philadelphia trade for the month of December was better than last year. The Strawbridge & Clothier business was exceptionally large. It is said that they did the biggest Xmas business ever done by them. Right on top of it they had two big Clover Days between Christmas and New Years and judging from the crowds in their store on those days, they must have done as much business as during the best days of the Christmas rush. The other stores did equally well and stocks are very much depleted as a result. It looks as if buying will start off with a jump the first of the year, to replace stocks.

Paul Larson has been appointed Philadelphia agent for the Louie Glass Co., Weston, W. Va. He is well equipped to handle the line, as he has been agent for a number of years for the Mound City Glass Co., which line he has given up. Paul reports a very good business for 1926, especially for the Hocking and Lancaster lines and the cooking ware line of the McKee Glass Co.

The store of Wright, Tyndale & Van Roden, Inc., will be moved from 1212 Chestnut St., to 1719 Chestnut St., as soon as their new store is completed. The foundation is now being laid and it is expected that the building will be ready in time for business the coming fall. The new place will consist of four floors and basement. They will occupy the whole building.

John A. Nixon left on Wednesday night for Pittsburgh to attend a conference of the Cambridge Glass Co., which is to be held at the Fort Pitt Hotel a few days before the opening of the Annual Glass and Pottery Exhibit. These conferences are usually held at the Cambridge factory, Cambridge, O., but on account of an exceptionally busy holiday rush at the factory, the conference had to be delayed.

Paul Larson, Wm. C. Byrnes, John F. Lane, Francis Tomkinson, J. C. Hemple are among those of the Philadelphia manufacturer's agents, who will go to Pittsburgh on Sunday night for the opening of the Glass and Pottery show to be held at the Fort Pitt Hotel from January 10th to 27th.

Philadelphia Gift Show Popularity Increases

Displays and exhibits of gift and Art merchandise may come and go, but the Adelphia Hotel, Philadelphia, semi-annual Spring and Fall Markets of the National Gift and Art Association thrive and prosper and yearly increase in the number of attendance. From a very modest beginning, some twenty years ago, with only a few firms exhibiting their wares, these National Gift and Art Shows have expanded to a strong national organization whose membership includes over one hundred of the most responsible and progressive wholesale distributors, manufacturers and importers in the Gift and Art field.

While other shows have made commendable attempts to create market places for Gift and Art merchandise, the National Gift and Art Association has gone a step beyond and has sponsored a nationwide movement to make every day a gift day. The slogan "Every Day is a Gift Day" was originated by this association and it has become a powerful urge to awaken a latent buying incentive. The desire to buy gifts for others creates peak sales during short holiday seasons, and this generosity can be depended upon to increase gift sales over the entire twelve months of the year if a stimulus is applied to the average buyer. Most people are generous, but they are often lazy about giving. They need to be reminded of the pleasure they give themselves when they give to others and the times to be remembered.

A hectic holiday season, such as the one just passed, is not the only time to sell gifts. Gift and Art wares create an atmosphere of refinement and they are essential furnishings in every home. As such, they can be sold every day.

Then there are birthdays and other days and memories

(Continued on page 27)

HARRY M. BORTZ
REPRESENTING
TRADE MARK
HEISEY'S GLASSWARE
FOR YOUR TABLE
FOR HOME FENTON ART GLASS DECORATION
Philadelphia Office
406 Vandam Bldg.
1005 MARKET STREET



Tea Sets
of
Delicate Color and Odd Shape

We are now ready to submit samples and quote upon our latest importations of Tea Sets.

Either open stock with extra Tea Cups and Saucers or upon Sets alone.

Our Import Department will be glad indeed to give you service.

R. E. TONGUE & BROS. CO. INC.

Manufacturers, Importers, Distributors

Allegheny Ave., Amber and Collins Sts. Philadelphia, Pa.

WILLIAM C. BYRNES
Burd Bldg., Philadelphia, Pa.
Representing
CENTRAL GLASS WORKS

Makers of Fine Glassware Since 1863

OLD CENTRAL QUALITY

Two Tone Stemware
Pleasing Color Combinations
in
Old Rose, Green and Amber

Complete Assortment of Lunch Trays, Cheese and Crackers, Candy Jars, etc.
A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware at Attractive Prices

JOSEPH TOMKINSON
1104 Arch St., Philadelphia

FOSTORIA GLASS CO.
DUNCAN & MILLER GLASS CO.
DRESDEN POTTERY CO.

Fostoria complete glass dinnerware colored and crystal plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glassware colored and crystal.

Dresden Pottery Co., the new Apollo shape with many attractive decorations.

FRED STOTT, Successor
Formerly
PEACOCK AND ROOP
1007 Filbert St.

Representing

Economy Glass Co.
Indiana Glass Co.
D. C. Jenkins Glass Co.
Westmoreland Glass Co.
Space Saver Dish Co.
Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colored Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.

JOHN F. LANE
MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty **Colored Stemware**

Pekoe Glow, Burgundy, Green, Blue and Amber on foot and stem. Have above line in New Rose Cutting on spiral optic.

Paul L. Larson

1104 Arch St., Philadelphia

Representing

HOCKING GLASS CO.
McKEE GLASS CO.
LANCASTER GLASS CO.
MOUND CITY GLASS CO.

Crystal and Decorated Glassware



NOVELTY FISH AQUARIUMS

No. 106 B
Oval Aquarium with Black Glass Stand
Holds 3 Quarts

Ask for Circular Showing Full Line Black Glass Stands and Iron Stands

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906 Filbert St.,
Philadelphia

Representing Leading Lines of Pressed and Blown Table Glassware and Pottery

Cambridge Glass Co.
Dunbar Flint Glass Co.
N. O. Cederborg Co.
Susquehanna Cut Glass Co.
Zanesville Stoneware Co.

Glassware and Pottery in Popular Colors with Gold and Iridescent Effects—Commercially Priced for Dept. Stores, Gift Shops and Jewellers

UNITED STATES GLASS CO.

705 Vandam Bldg.,
N. W. Corner 10th and Market Sts.
Philadelphia

Complete Line
Pressed and Blown Glassware
Lamps and Novelties

J. A. HEMPLE
Sales Representative

to mark and perpetuate with appropriate gifts from relatives and friends. With the co-operation of every retailer, wholesaler and manufacturer, this slogan, "Every Day Is a Gift Day," will gain an even greater public recognition than it now has and it will promote regular and steady buying of gifts every day.

By pointing out the great potentialities in the Gift and Art field, the National Gift and Art Association has established itself as a pioneer and leader in the trade; and every manufacturer, importer and distributor should support this parent organization, whether or not they exhibit in the Philadelphia Shows.

As is its custom, the National Gift and Art Association will bring together retailers, manufacturers, importers and wholesale distributors from all parts of the country, to promote scientific buying and selling. In the Adelphia Hotel, Philadelphia, from February 28 to March 5, 1927, open discussions will be held to formulate new plans for the greater merchandising of Gift and Art wares. Here at the Annual Spring Show and then again at the annual Fall Show, the choicest Gift and Art merchandise of the world will be assembled and displayed in one large buying market.

Retailers gathered together under one roof, at one time, can compare qualities and prices of every known item of Gift and Art wares. This Spring Show will enlarge the retailer's choice, simplifying his selection of best sellers and complete his buying within six days. Supporting the modern method of concentrated buying in one place at one time, as against the obsolete scattered buying in many places, many times. B. R. Albin, Secretary-Treasurer of Hart-Albin Company, Billings, Montana, writes, in a recent issue of *Sales Management*, under the heading, "Why I Buy More in the Markets Than from Road Salesmen," "I am frequently asked why I go to market to buy so often. My questioners want to know if it is not possible to buy to just as good advantage from the salesmen who come to our city. . . . It is doubtful if the buyer of a store of any size would be satisfied to make his selections from the meager showing that any one salesman could bring to town."

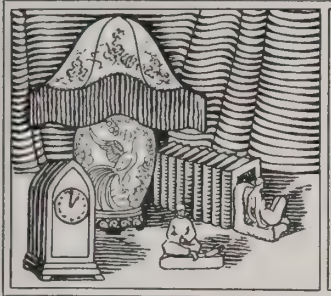
These two sentences briefly point out the advantages of buying at one time from a large concentrated market. Because, there are more goods to select from, goods that could not possibly be shown in their entirety, by salesmen. Then, the buyer's choice is unlimited and his knowledge of qualities and prices will be increased by a balanced study of complete lines. No retailer has the time to visit every manufacturers' display rooms.

For those reasons, the concentrated buying offered by the Spring Show of the National Gift and Art Association, will save the retailer's time, effort and expense, and the retailer's buying will reflect an intimate and first hand knowledge of exclusive Art and Gift wares that are never exhibited at any other shows. No market place can ex-

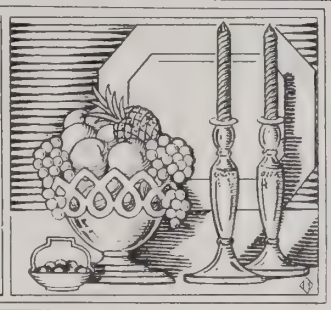
(Continued on page 38)



A view of Vantine's artistic lamp department in their new Fifth Avenue Store, showing alluring Orientals



EVERY DAY A GIFT DAY



THE near relation of the United States to the Far East has brought oriental products closer to American buyers than in times past, as is noticeable in the amount and variety of these importations displayed in shops even in remote districts. Japanese and Chinese goods in all their oriental splendor have as conspicuous a place in the small Gift Shop as in those of greater prominence. Novelties from Far Eastern ports, in their bright coloring combined with a profusion of gold effects form a most attractive setting for the more somber exhibits of the shops. One is unconsciously drawn by the originality in design and coloring of Japanese and Chinese wares; lamps, porcelains, baskets, draperies and lacquers are irresistible in their native appeal. No matter how brilliantly has been applied color of design, the ensemble has been kept to a degree of harmony which pleases and holds the admiration. Even though grotesque in form, oriental wares still retain the artistry of the craftsman. Vases, bowls, tea sets and hangings showing reproductions of old dynasty motifs and characters demonstrate the artistic value vested in these objects. Tea sets of delicate china show Far Eastern art; exquisite decorations in rich realistic native designs. Lacquer trays with heavy silver and gold decorations, hanging wall pockets and the ever popular Cloissonne vases, which can be converted into lamps, and bamboo bird cages, engagingly trimmed with rich colored silk tassels, comprise some of the popular items that Gift Shops delight in displaying to tempt the discriminating.

The newest importations for coming seasons are gorgeous in loveliness, and the aggressive Gift Shop will be stocked with representative lines from Japan and China, for bringing East to West re-establishes a desire for products from the land of the Rising Sun, and gives the Western World a glimpse of the long famed glories of the Orient.

Gift Table Echoes

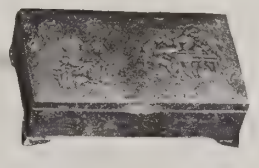
Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

The Return of Beautiful Antimony Ware



The revival of Antimony ware, imported by Mogi, Momonoi & Co., 105-107 East 16th St., New York, will be an interesting word to many who remember this delightful product as one of Japan's choice artcrafts. Mogi, Momonoi & Co. is showing useful and ornamental items of this beautiful ware, in silver, gold and combinations. This metal is found only in countries where the volcano has its home and is extracted from lava. It is used in beautiful effects in making smoker sets, jewelry cases, ash trays, candlesticks and many other attractive objects. The designs which adorn these items are in repoussé effect, revealing delightful Japanese scenes, pagodas, birds,



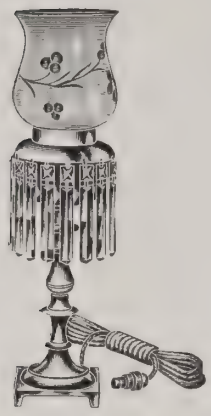


animals and traditional legendary tales. The boxes are beautifully lined with selected woods, giving an artistic finish to the linings. This same metal is also used in bronze effect, in the book ends, statuary, subjects, animals, and numerous other useful and ornate pieces. Antimony ware has taken a strong hold on popular favor and the comprehensive line shown by Mogi, Momonoi & Co., gives a long list of engaging articles for coming season, a few of which are herewith illustrated.



MAKE EVERY DAY
A GIFT DAY

Artistic Colonial Lamp



The present vogue for Colonial furniture has strengthened the desire for the Early American type of lamp and the one pictured by the Worthy Metal Products Co., 153-5 Lafayette St., New York, is a fine demonstration of the firm's conception of period style -a truthful reproduction. This sturdy and artistic lamp has a frosted flame bulb, and Colonial frosted shade with twelve 3 in. prisms. Its faithful modeling in old time style and Colonial brass finish, provides a characteristic lamp well adapted to exclusive furnishings. Its height overall is 15 in. The above concern are also makers of fine fireplace equipment.

Unusual Imported Glass Lamps



The dainty graceful glass lamps illustrated are fine importations from Wm. E. Lindemann, 460 Fourth Ave., New York. These delightful little lamps add a unique element to dressing table when used in pairs or singly. They come in sizes 12 in. and 21 in. with or without the crystal drops. The fine diamond style of cutting gives an added artistic value to these desirable lamps. In crystal, and a large range of colors, from which to select; including amber, green, amethyst, blue and salmon provides a lamp for any color scheme of decoration. The fine shades are in harmony with the lamps.

Artificial Flowers Cheating Nature

A little bit of heaven, is reflected even in the tiniest of buds and the beautiful artificial asters, in either pink, autumn, bronze or orchid colors, represented by Howard G. Selden, 225 Fifth Ave., New York, akin to nature in their truthful development, surely repeat this sentiment. These delightful flowers are unusual in their natural tints and careful construction, and a selection of these blossoms artistically arranged in a Madison & Bybee pottery bowl, pictured, which comes in crystal and matt green, amethyst or burnt orange, demonstrates the value of these flowers for decorative purposes. They are to be had nicely boxed with several flowers and buds to an individual container. The varieties are: cosmus, asters, California poppies and coreopsis. During the cold winter months, when the price of natural flowers is almost prohibitive, these artificial blooms in their lifelike exactness replace the products of the greenhouse, so cunning is the handcraft. Artificial flowers provide a lasting tribute, and when they sustain nature, bring responsive beauty to interior decoration.



Unique Parchment Shields

Beautiful effects have been accomplished by the Anthony Shops Co., 424 West 55th St., New York, in Colonial figures, ships and French Chinese floral designs, which decorate their double and single size parchment shields for candle light or small lamp. The border of Colonial figures is done in yellow ocre on a yellow ocre background. The small oval shield pictured is decorated



with pen and ink, showing a ship on blue waves, with red sails on a mottled antiqued paper. This is unusually attractive in effect and serves well for den or library, shielding the light in a pleasing manner. The other small oval shield is done in French or Chinese floral design. The yellow ground, and yellow binding slightly antiqued gives an artistic finish with plenty of color to enliven a subdued interior. The Anthony Shops are showing a large variety of bridge, Empire parchment shades.

Majolica Vase in Fine Hand Decoration

The compelling influence of handcraft definitely expressed in the beautiful Italian majolica vase illustrated,



from the Artistic Italian Industries, 353 Fifth Ave., New York, shows unusual old-time motifs hand painted in colors adroitly executed by native artists of the land of the deep blue sky. The exquisitely modeled handles so graceful in their coil curves, add much to the vase proper. These handsome vases are splendidly adapted to lamp mounting and with the firm's appropriate shade in like design, completes an artistic and effective unit. The Artistic Italian Industries are also showing a large assortment of hand decorated parchment shades duplicating the historic designs seen on their handsome imported majolica vases.

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes



for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.

We guarantee these bowls as represented.

See Your Jobber or Write for Catalog

The Sanitary Sugar Bowl Co.

Manufacturers

7704 Tioga St. Pittsburgh, U. S. A.



Gammon's

round out Unique Service with

Economy Tumblers



Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS

"JUST WHAT THE NAME IMPLIES"

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

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List of Exhibitors at Pittsburgh Show

FORT PITT HOTEL

Lobby Floor

Lazarus & Rosenfeld, New York, china and glass
L. D. Block & Co., New York, lamps
Herbert & Neuwirth, New York, lamps

First Floor

*Co-Operative Flint Glass Co., Beaver Falls, Pa., glassware
*Westmoreland Glass Co., Grapeville, decorated glassware
*Bryce Brothers Co., Mt. Pleasant, Pa., blown glassware
*D. C. Jenkins Glass Co., Kokomo, Ind., glassware

Second Floor

Westotn Glass Co., Weston, W. Va., blown glassware
Susquehanna Cut Glass Co., Columbia, Pa., cut glass
Rowland & Marsellus Co., New York, china and glass
Figuerora Cut Glass Co., Hammonton, N. J., cut glass
Anchor Mfg. Co., New York, cut glass
Lotus Glass Co., Barnesville, O., decorated glass
Trio Mfg. Co., New York, specialties

Third Floor

Atlantic Refining Co., Pittsburgh, candles
McKenna Bros. Sales Corp., New York, cut class
D. L. & C. L. Wise, New York, cut glass
Emil F. Kupfer. New York, cut glass
Liberty Works, Egg Harbor, N. J., art glass
Bison Decorating Co., New York, decorated glass
Louis Levien Cut Glass Co., New York, cut glass
H. Gigan & Co., Baltimore, artificial flowers

Fourth Floor

*Art Industries, Inc., New York, art pottery
Wheeling Decorating Co., Wheeling, decorated glass
Cataract-Sharpe Mfg. Co., Buffalo, N. Y., cut glass

Fifth Floor

*Federal Glass Co., Columbus, O., glassware
*Macbeth-Evans Glass Co., Marion, Ind., illuminating ware
*Utility Glass Works, Lonaconing, Md., blown glassware

Sixth Floor

*Jeannette Glass Co., Jeannette, Pa., pressed glass
*National Pottery Co., Roseville, O., untility pottery
*H. R. Wyllie China Co., Huntington, W. Va., dinnerware
*S. A. Weller Co., Janesville, O., art pottery
*A. E. Hull Pottery Co., Crooksville, art and utility pottery
*Crooksville China Co., Crooksville, O., dinnerware
*Fenton Art Glass Co., Williamstown, colored glassware
*Maryland Glass Co., Cumberland, blown and art glassware
*L. E. Smith Glass Co., Mt. Pleasant, Pa., pressed glassware
*Zane Pottery Co., South Zanesville, O., art pottery
*Huntington (W. V.) Tumbler Co., blown glassware
*Illinois China Co., Lincoln, Ill., dinnerware
*Robinson-Ransbottom Pottery Co., Roseville, O., art pottery
*C. C. Thompson Pottery Co., East Liverpool, dinnerware
*Burley Clay Products Co., S. Zanesville, O., art stoneware
*Hopewell China Corp., Hopewell, Va., dinnerware
*Dunbar Flint Glass Corp., Dunbar, W. Va., glassware

Seventh Floor

*Albright China Co., Carrollton, O., dinnerware
*Monongah Glass Co., Fairmont, W. Va., glassware
*Central Glass Works, Wheeling, W. Va., table glassware
*Diamond Glass-Ware Co., Indiana, Pa., glassware
*Lancaster Glass Co., Lancaster, O., glassware
*New Martinsville (W. Va.) Glass Mfg. Co., glassware
*Indiana Glass Co., Dunkirk, Ind., glassware
*Paden City Glass Mfg. Co., Paden City, W. Va., glassware
*Steubenville (Ohio) Pottery Co., dinner and tea ware
*Hall China Co., East Liverpool, cooking ware and tea pots
*West End Pottery Co, E. Liverpool, dinner and hotel ware
*The Brush Pottery Co., Zanesville, art and utility ware
*Cambridge Glass Co., Cambridge, O., crystal and art glass
*Carrollton Pottery Co., Carrollton, O., dinnerware
*Economy Glass Co., Morgantown, W. Va., table glassware
*Sebring Pottery Co., Sebring, O., dinnerware
*Smith-Phillips China Co., East Liverpool, dinnerware
*McKee Glass Co., Jeannette, Pa., glassware
*Vodrey Pottery Co., East Liverpool, O, dinnerware
*Duncan & Miller Glass Co., Washington, glass tableware
*Mayer China Co., Beaver Falls, Pa., vitrified hotel china
*Bartlett-Collins Co., Sapulpa, Okla., glassware
*Hocking Glass Co., Lancaster, O., glassware
*Potomac Glass Co., Cumberland, Md., glassware
*Taylor, Smith & Taylor Co., East Liverpool, dinnerware

Eighth Floor

*Edwin M. Knowles China Co., East Liverpool, dinnerware
*Crescent China Co., Alliance, O, dinnerware
*National China Co., Salineville, O., dinnerware
*Hazel-Atlas Glass Co., Wheeling, W. Va., pressed glassware
*Jeannette (Pa.) Shade & Novelty Co., illuminating glassware
*McDonald Glass Works, McDonald, Pa., glassware

Ninth Floor

*Consolidated Lamp & Glass Co., Coraopolis, Pa., lamps
*Summit China Co., Akron, O., dinner and hotel ware
Belmont Tumbler Co., Bellaire, O., blown tumblers
Coshocton Glass Corp., Coshocton, O., pressed glass
Sneath Glass Co., Hartford City, Ind., glassware
W. I. Tycer Pottery Co., Roseville, O., utility pottery
Harper J. Ransburg, Indianapolis, Ind., cut glass
Kinney & Levan Co., Cleveland, O., housewares
George H. Bowman Co., Cleveland, O., housewares
Jones, McDuffee & Stratton Corp., Boston, dinnerware

Tenth Floor

Mitchell-Woodbury Co., Boston, imported dinnerware
Ernest Wolf, Inc., Chicago, cut glass
Geo. F. Bassett & Co., Inc., New York, dinnerware

Eleventh Floor

Bonita Art Glass Co., Wheeling, W. Va., decorated glass
Victor Brisbois, Inc., Brooklyn, cut glass
Smith Ceramic Studio, Inc., Rochester, N. Y., art wares
E. W. Hammond, New York, decorated glass
Roman Ornamental Metal Co., Inc., Newark, N. J., art metal
Ft. Pitt-Jeannette Glass Co., Jeannette, Pa., glassware

WILLLIAM PENN HOTEL

Fourth Floor

Geo. Borgfeldt & Co., New York, china and glass
Fulper Pottery Co., Flemington, N. J., art pottery
Fisher, Bruce & Co., Philadelphia, Pa., china
Czecho-Peasant Art Co., New York, Art Pottery
Hugo W. Schmidt Co., Detroit, Mich., picture frames
Paden City Pottery Co., Paden City, W. Va., dinnerware
Geo. R. West Sales Co., Pittsburgh, Pa., novelties
The Cowan Pottery Studio, Rocky River, O., art pottery
Wm. R. Noe & Sons, New York, lamps
Fred C. Reimer Co., New York, glass and china
Levy Bros. China Co., New York, decorated china
Justin Tharaud, Inc., New York, china and pottery
John J. Hines Co., New York, decorated glass

Fifth Floor

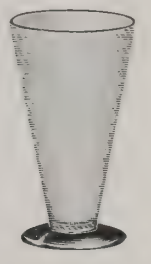
The Basket Importing Co., New York, baskets
Francis Leffler, New York
Steinfeld, Inc., New York, specialties
Illinois Clock Co., Chicago, Ill., clocks
Maurice Raved, New York
Sunlite Co., Milwaukee, Wis.
Guerin-Pouyat-Elite, Ltd., New York, china and glass
Samuel E. Bernstein, Inc., New York
Durham Mfg. Co., Muncie, Ind.
L. Pellegrini & Co., Philadelphia, Pa.
Geo. C. Kindt & Co., Inc., New York
Markt & Hammacher, New York
Onondaga Pottery Co., Syracuse, N. Y., dinnerware
Royal Art Glass Co., New York, lamps
Albert Bien, Philadelphia, Pa.
M. S. Koch Mfg. Co., New York
Pittsburgh Tinware Mfg. Co., Inc., Pittsburgh, Pa.
Beh & Co., Inc., New York, specialties
Max Lowenstein, New York
The Howard A. Robb Co., Indianapolis, Ind.
The National Silver Co., New York
Francis H. Ruhe, New York, glassware
Ben S. Loeb, New York
Frank M. Katz & Co., New York, glassware

Sixth Floor

*Knowles, Taylor & Knowles, East Liverpool, dinnerware
The Sterling Glass Co., Cincinnati, O., cut glass
The Rosenthal China Corp., New York, china
Marion Glass Mfg. Co., Marion, O., decorated glass
Emil Schulingkamp Co., New Orleans, La., china
Heinrich & Winterling, Inc., New York, china
Mercer Pottery Co., Trenton, N. J., dinnerware
Aluminum Goods Mfg. Co., Manitowoc, Wis., aluminum ware
Perfect Glass Co., Cameron, W. Va., glassware
Buffalo Pottery, Buffalo, N. Y., pottery
Salem Bros., New York, lamps
Nathan Straus & Sons, New York, china and glass
The Cincinnati China & Glass Decorating Co., Cincinnati
The Owen China Co., Minerva, O., dinnerware
Jas. Bell & Co., Newark, N. J., gift wares
Tatler, Inc., Trenton, N. J., decorated china
Edmonson Warrin, Inc., New York, decorated glass

(Continued on page 36)

Solomon had a Thousand Wives





and in the products of this Company are a thousand or more Tumblers and Goblets. For every conceivable purpose and application there is a drinking vessel, ranging from the ceremonial communion cup to the rough and ready beverage glass, designed and made to withstand the hard knocks of constant service. For service in the home, club or exclusive restaurant there is a wide choice of hand-made lead-blown ware—gold encrusted; needle or plate etched, cut and variously decorated —in crystal and colors. For soda fountain, hotel, ordinary domestic and similar use lime-blown and machine-pressed goods may be had in every form.





United States Glass Co.

PITTSBURGH, PA.

There's a Sales Office Near You

"You Can't Argue Against Conviction"



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the BUYERS LAMP JOURNAL is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

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111 Summer Street
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Earl W. Newton
& Associates
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Western Glass Pro. Co.
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Watteau style panels in blue, with black lace overlay. "Horns of Plenty" at either end with jay colored flowers. Tangerine lines for trim.

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Eastern Representative—Herbert A. Wellington, Boston, Mass.

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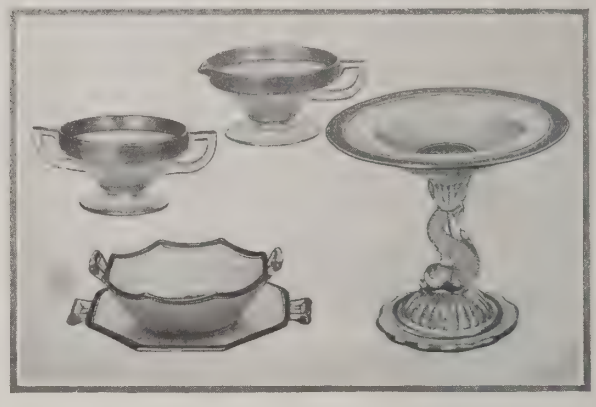
Crooksville China Co.

Crooksville, Ohio

Wheeling Decorating Co.

Wheeling, W. Va.

Gold Encrusted and Hand Painted China and Glassware



Our line for 1927 will be replete with surprises. Don't miss it!

Display as usual at the Fort Pitt Hotel in January—R. D. Otto, in charge.

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JULIAN GOLDBERG, 313½ Liberty Ave., Durham, N. C.
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180 New Montgomery St., San Francisco, Cal.
R. D. OTTO, Road Representative

American China for American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere ..... fancy
Highland ..... plain
Pilgrim ..... octagon

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Carrollton, Ohio — 14 Kilns
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Glass Casters and Specialties

Jackson Vitrified China Co.
Vitrified China for Hotels, Clubs, Steamships, and Restaurants

W. I. Tycer Pottery Co.
Yellow Mixing Bowls, Teapots, Casseroles and Custard Cups

MEET OUR MR. C. W. YOUNG AT THE ANNUAL

GLASS AND POTTERY EXHIBIT

PITTSBURGH, PA.
FORT PITT HOTEL
ROOM NO. 938
JANUARY 10th TO 27th, 1927

Something entirely new and different in the glassware trade



Libbey offers a consumer guarantee which gives you a tremendous opportunity. Now you can sell glasses with an absolute guarantee against chippage *and we protect you.* Let us tell you how to keep your store in the front rank with beautiful fine-blown glass, taking the same high luster and polish as the best crystal, yet retailed at a low price and *positively guaranteed against chipping.* You will also be interested in our new color lines —they are choice and unusual.

Visit our display at

The Annual Pittsburgh Glass & Pottery Exhibit
Rooms 709-711 William Penn Hotel
January 10th to January 27th, 1927

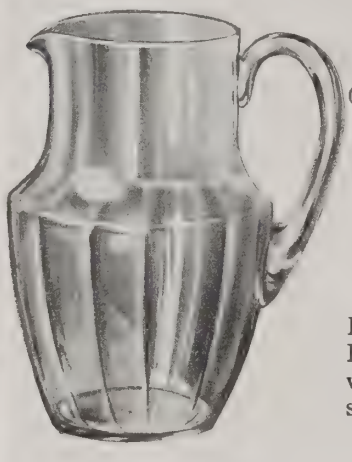
Advertisements reproduced on this page have already appeared in New York City. They are the first shots in Libbey's advertising campaign based upon our consumer guarantee against chippage, the most amazing guarantee ever offered in glassware. If you can't visit the Exhibit, send for full information now. Address Libbey Glass Manufacturing Co., Eastern Sales Office, 200 Fifth Avenue, New York City. General Office and Factory, Toledo, Ohio.

Libbey

No-nik

SAFEDGE GLASSWARE

Westmoreland Glass Co.
Grapeville, Pa.



Manufacturers of High Grade Glassware Plain, Cut and Decorated For Gift Shops, Florists and Table Use

No. 1801. 5 Pt. Jug. Made in crystal as well as beautiful shades of Blue, Green and Amber.

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CHICAGO

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SAN FRANCISCO
Himmelstern Bros.,
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LOS ANGELES
Himmelstern Bros.,
643 S. Olive Street

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
COMPANY
Beaver Falls~Pa

Pittsburgh Show Exhibitors

(Continued from page 32)

E. S. Larson & Co., New York
Steuben Div. Corning Glass Works, Corning, N. Y., art glass

Seventh Floor

*H. C. Fry Glass Co., Rochester, Pa., glassware
Paul A. Straub & Co., New York, china and glass
A. J. Fondeville & Co., New York, china
The Libbey Glass Mfg. Co., Toledo, O., glassware
The C. A. Borchert Co., Cumberland, Md., cut glass
Hirsch-Malgood Co., New York, glassware
A. L. Tuska Son & Co., Inc., New York, specialties
M. Seller & Co., Portland, Ore., Oriental wares
The Pickard Studios, Inc., Chicago, Ill., decorated china
Ideal Cut Glass Co., Canastota, N. Y., decorated glass
Ebeling & Reuss, Philadelphia, Pa, imported china
Haviland & Abbott Co., New York, china

SALESROOMS

*Homer Laughlin China Co., East Liverpool, dinnerware
*United States Glass Co., Pottery & Glass Bldg., Pittsburgh (954 Liberty Avenue) pressed and blown glassware
*W. S. George Pottery Co., East Palestine, dinnerware
*Pope-Gosser China Co., Coshocton, O., dinnerware
Canonsburg Pottery Co., Canonsburg, Pa., dinnerware
D. E. McNicol Pottery Co., East L., dinnerware and specialties
Geo. R. West Sales Co., 954 Liberty Ave., Pgh., specialties
Imperial Glass Co., Bellaire, O., glassware
Mortimer Glass Co., Oliver Bldg., Pittsburgh, glassware

* *Member of Associated Glass & Pottery Manufacturers.*

J. Meredith Miller, of Maddock & Miller, Inc., was one of the early birds in striking the trail this year opening up his line on Monday at Rochester, N. Y., as his first stop on a month's trip.

Charles E. Cardon is testing out the trade this week in Philadelphia, Baltimore and Washington with the Justin Tharaud, Inc., lines.

Established 1869

B. F. DRAKENFELD & CO. Inc.

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VITRIFIABLE COLORS

Overglaze—Underglaze—Glass—Oxide

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Brushes — Printing Tissue — Oils — Banding Wheels etc.

1927 Predicts Repeated Success for the Eastern Manufacturers and Importers Exhibit

By Beatrice Miller Wisner

THE established success of the Eastern Manufacturers and Importers Exhibit, which will be held again this year at the Palmer House, Chicago, from January 31st to February 12th inclusive, is responsible to the stalwart principles of its sponsors. This organization, which is composed of the foremost merchants of the East had its beginning in 1924, and in reality at the start was an experimental venture. How well this experiment has measured up to the expectations of all concerned, is demonstrated in the splendid results achieved each year from its exhibits. The purpose of the organization is to strengthen faith in merchandise, which represents the highest and best of domestic and imported wares, bringing the exhibits together in an artistic atmosphere in such a manner that buyers may witness under one roof in comfort and ease the various products that stand for character and truth. Camouflage, the modern word for deception, hangs on the slimmest branches of a creaking tree, sure to slip and fall into oblivion, killed by its own hypocracy. Truth on the other hand, can never die, whether it be examples from the painter's brush, the sculptor's chisel, the weaver's shuttle or the mechanic's tool, honest work stands erect through eons of time, living by its heroism, glorified in perpetual life, and this is the principle that has put the capital "P" in the Permanency of the Eastern Manufacturers and Importers Exhibit, which is reflected in the fine display of choice china, glassware, textiles, brass and iron wares, tables, lamps and shades, bronzes, alabaster, antiques and numerous art objects of rare beauty. The efforts of the officers: A. Stanley Brussel, president; Frank W. Jenkins, vice-president and George F. Little, managing director, have been untiring and unwavering in their deep rooted faith in the project, and their earnest work has been rewarded in full measure of praise and appreciation from all interested. Mr. Little, a man of high attainments and long associated with the importing business, with the co-operation of his colleagues has put the exhibit on a firm footing, laying a corner stone indelibly inscribed—integrity, faith, loyalty, a lasting tribute to the Eastern Manufacturers and Importers high ideals. May the New Year bring added laurels and prosperity to this inspiring organization.



An attractive display at last year's Eastern Manufacturers and Importers Exhibit.

"The Top that Sells the Bottom—Since 1838."

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MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
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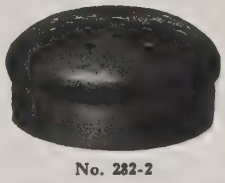
THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.


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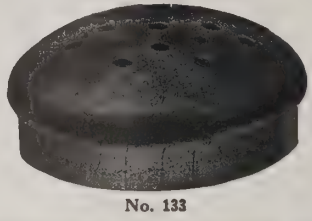
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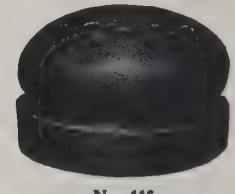
PITTSBURGH, PA.


No. 282-2

WILL NOT TURN BLACK
—
STRONG


No. 133

EASY TO CLEAN
—
NO OUTSIDE THREADS TO GATHER DIRT


No. 116

Pottery

(Continued from page 17)

Smith-Phillips Has Fourteen Exclusive Patterns

Fourteen exclusively controlled patterns are being shown by the Smith, Phillips China Co., for 1927 on their new "Oakmont" dinnershape which is to be had in an Ivory body. These will be displayed by this firm at the exhibit to be maintained in suite 792 Ft. Pitt Hotel, Pittsburgh, Pa., opening next Monday. The Pittsburgh display will be in charge of William L. Tickell. At the home office, William J. Mackey will have charge of sales.

Philadelphia Gift Show

(Continued from page 27)

pect with more certainty, to attract retailers and buyers from all parts of the country, than can the National Gift and Art Show at the Adelphia Hotel, Philadelphia, from February 28 to March 5, 1927, for here, in the spirit of co-operation for greater material profit and better trade relations, retailers will find for their selection, the best selling items and the newest leaders; but these retailers, from their personal contacts with the merchandising minds of the Gift and Art Trade, will secure, in addition, and they will profit by, many valuable merchandising ideas.

The semi-annual shows of the National Gift and Art Association are market places for items and ideas. The affairs of the association are in the hands of capable officers elected by the Exhibiting Members last Fall. Emmett White is President; E. R. Thieler, Vice-president; Thomas Williams, Treasurer. These officers and all of the members who exhibit annually, are enthusiastic about the progress to be made this year. Several new exhibitors are concluding reservations, and with the large number of regular exhibiting members, only a few rooms remain available for the late comers. It can safely be predicted, in fact it can be assured with certainty, that both of the 1927 shows will have a record-breaking attendance. To make greater strides this coming year, and to out-distance anything ever before attempted in the Gift and Art field, the Board of Directors, supported by over one hundred prominent manufacturers, importers and distributors, is making every effort to maintain the prestige of the National Gift and Art Shows, and to make the two shows for 1927 at the Adelphia Hotel, Philadelphia, exceed anything ever before attained in any of the ten preceding shows of the National Gift and Art Association.

Members of the National Gift and Art Association who wish to encourage this national organization of the trade are not required to exhibit in any of the Philadelphia shows. The fact that a large percentage of members do exhibit, is encouraging testimony to the excellent management of these semi-annual buying markets.

W A N T E D

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IANUFACTURERS' AGENT SEEKS OPENING

MANUFACTURERS' agent with extensive following among the installment, department store and premium trade in the ast desires new connection with well known pottery. Box 603, re CROCKERY AND GLASS JOURNAL.

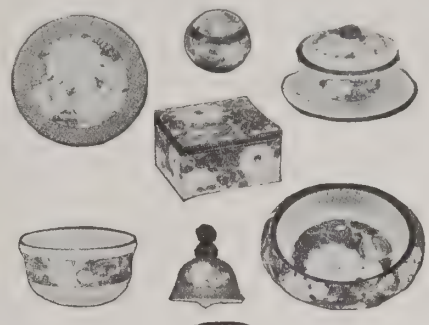
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COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
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Brush Pottery Co., The
Bryce Brothers Co.
Burley Clay Products Co.
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Carrollton Pottery Co., The
Central Glass Works
Co-Operative Flint Glass Co.
Consolidated Lamp & Glass Co.
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Crooksville China Co., The
Diamond Glass-Ware Co.
Dunbar Flint Glass Corp.
Duncan & Miller Glass Co., The
Economy Glass Co.
Federal Glass Co., The
Fenton Art Glass Co.
H. C. Fry Glass Co.
W. S. George Pottery Co., The
Hall China Co., The
Hazel-Atlas Glass Co.
Hocking Glass Co., The
Hopewell China Corp.
A. E. Hull Pottery Co., The
Huntington Tumbler Co.
Illinois China Co.
Indiana Glass Co.
Jeannette Glass Co.
Jeannette Shade & Novelty Co.
D. C. Jenkins Glass Co.
Edwin M. Knowles China Co.
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Homer Laughlin China Co., The
Lippincott Glass Co., The
McDonald Glass Works, Inc.
Macbeth-Evans Glass Co.
McKee Glass Co.
Maryland Glass Co., The
Mayer China Co., The
Monongah Glass Co.
National Pottery Co., The
National China Co., The
New Martinsville Glass Mfg. Co.
Paden City Glass Mfg. Co.
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Potomac Glass Co., The
Robinson-Ransbottom Pottery Co.
Sebring Pottery Co., The
L. E. Smith Glass Co.
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Steubenville Pottery Co., The
Summit China Co., The
Taylor, Smith & Taylor Co., The
C. C. Thompson Pottery Co., The
United States Glass Co.
Utility Glass Works, Inc.
Vodrey Pottery Co., The
S. A. Weller Co., The
West End Pottery, The
Westmoreland Glass Co.
H. R. Wyllie China Co.
Zane Pottery Co., The

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on white china

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Haviland & Co
Limoges
on decorated china

Haviland China Co., Inc.

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5

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THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to
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Lamps
Gift Shop and Art Goods
Dolls & Toys

Vol. 104, No. 2

JAN. 13, 1927

IN THIS ISSUE

Department Store sales throughout country for 1926 show increase

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

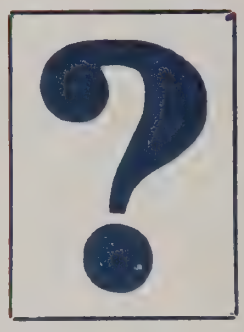
Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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Maddock's Royal Ivory Body

Marathon Shape—Old Tree Pattern. Just the type of bright, colorful decoration that milady longs to call her own.

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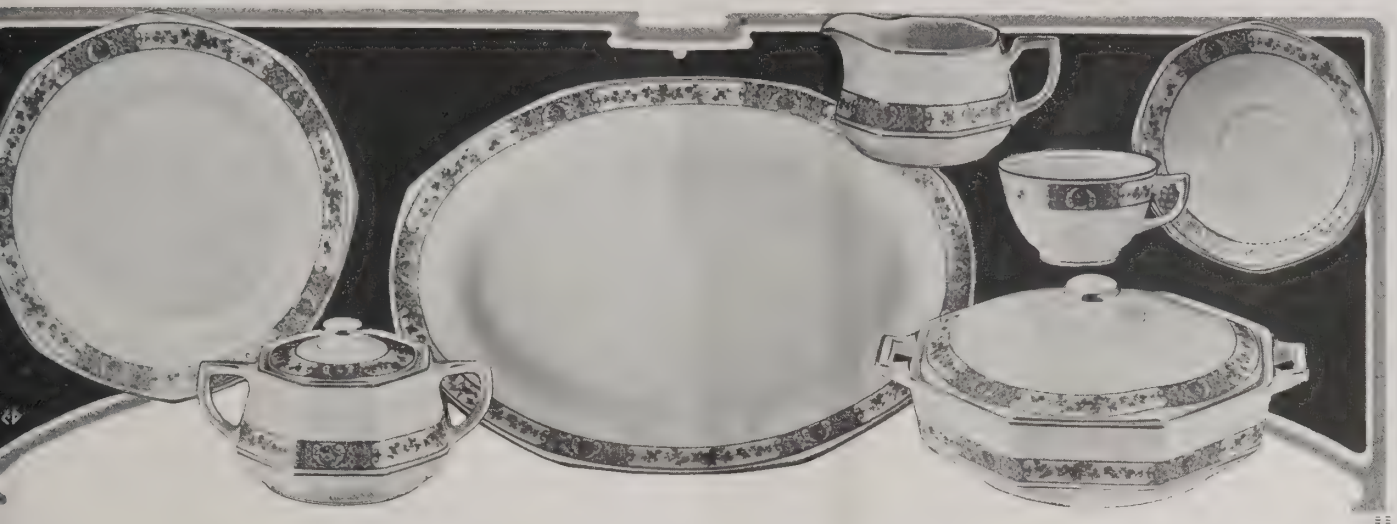


DECORATION NUMBER 135-G

An exceptionally attractive decoration on our
GLORIA SHAPE.

The KNOWLES, TAYLOR & KNOWLES CO.

EAST LIVERPOOL OHIO



The Yellowstone Dinner Service

Decoration Y-31

The tremendous success achieved by the Yellowstone Dinner Service, Ivory body, octagon model, is an outstanding event in the history of the pottery craft.

The Laughlin Establishment operates six plants, with a total capacity equivalent to one hundred kilns. Three of these plants, with an aggregate capacity of forty kilns, are devoted almost exclusively to production of the Yellowstone. The distribution of that shape alone for the last half of 1926 approached ten thousand dozens per day, all decorated. The daily production of Yellowstone, if placed in line, would stretch ten miles. Imagine an unbroken line of decorated dishes, all in one shape, stretching from the Battery in New York to the Harlem River and three miles beyond, and you may have some idea of the daily sales of Yellowstone.

There Must Be A Reason

Homer-Laughlin China Co.

Newell, W. Va. *and* **East Liverpool, O.**

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Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

A Postcard Request Will Bring Our Rates

The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City

VITREOUS
EDWIN M KNOWLES CHINA CO

Two New Plain Shapes In Ivory Body

The Lotus
and
The Santa Barbara

Both ready to show in many new decorations at our sample room January 1st, and at the Fort Pitt Hotel during the Pittsburgh show.

For 1927 we will make the following Dinnerware Shapes

In Ivory	In White
The Maryland	The Mayflower
The Santa Barbara	The York
The Lotus	The Hampton
	The Monterey

Edwin M. Knowles China Co.

East Liverpool
Ohio

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BE GUIDED BY THIS FOUNDATION
PRICE LEADERS OF THE WORLD
NEW YORK, U.S.A.



"EDEN and PARADISE"

This illustration features **"THE EDEN"** and **"THE PARADISE"** decorations on the new **PILGRIM** shape. They are the same design, but the **EDEN** border is a golden yellow, and the **PARADISE** a soft azure blue. The flowers and centres are the same colors in each decoration.

These patterns are carried in stock by the largest jobbers.

Write Us For Their Names.

Decorations and Shapes are both patented.

White China

THEODORE HAVILAND FRANCE

These marks identify all genuine Theo. Haviland China

Decorated

Théodore Haviland Limoges FRANCE

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26 West 23rd Street, New York

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l. 104 January 13, 1927 No. 2

AS THE EDITOR SEES IT

e Cost A al Strike

In round numbers the British coal strike cost the country, up to September 1, $145,000,000. This estimate is reached by Basil Miles, erican Commissioner to the International Chamber of mmerce, in a report to the American section.

Great Britain's official foreign trade returns for Au- t, 1926," says Mr. Miles, "as compared with the same nth of last year, show that imports increased in value £9,329,000, of which sum coal imports accounted for ut £7,542,000. Exports decreased by £11,251,000, of ch the drop in coal exports was responsible for £3,- ,000.

The British Board of Trade returns for August show value of imported coal at £7,542,847, compared with 75 for the same month of 1925. Exports totalled £3,422, compared with £3,152,952 in August, 1925, £5,737,629 in August, 1924.

The country's loss, on account of the coal strike, for month of August this year may therefore be calculated bout £10,700,000, and for the eight months' period ed August 31, reaches the important sum of £30,- 000."

What's the Matter With the South?

Portraying the ravages of forest fires at the meeting of the National Fire Waste Council, held under the sponsorship of the Insurance Department of the Chamber of Commerce of the United States, Paul G. Redington, of the U. S. Forestry Service, raised a question, the answer to which is of momentous importance to the South.

"It is significant," he said, "that of the total number of fires (85,762), two-thirds occurred in the following southern states: North and South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Oklahoma, Arkansas and Missouri.

"Eighty-eight per cent of the total area burned over was in this region and it sustained 71 per cent of the total estimated damage."

The last figure is $28,000,000 and this covers only the tangible damage. It does not cover the vast amount of intangible and indirect damage done, such as through decay of damaged timber, soil deterioration and erosion, uncertain stream flow, loss of wild life. This is many times greater than the loss through actual destruction of standing timber.

Holiday Sales in New York District Beat 1925 By 5 Per Cent

In a report on holiday retail volume just issued the Federal Reserve Bank of New York says:

"Report from leading department stores in New York and vicinity on sales from December 1 to 24, inclusive, indicate that December sales in this district will average about 5 per cent larger than last year, and will substantially exceed sales in any previous December. This would make total sales for year 4 per cent larger than last year, compared with an increase of 5½ per cent in 1925.

"Final reports on November business showed an average increase of nearly 7 per cent more than a year ago in department store sales, 9 per cent in apparel store sales, and 6 per cent in sales of leading mail-order houses. A considerable part of these increases may be attributed to one more selling day in November this year, however.

"Stocks of merchandise in department stores at the end of November were 1½ per cent larger than a year previous, and the ratio of sales to average stock on hand during the month was slightly higher than in November, 1925. Collections on charge accounts were somewhat smaller than last year, and accounts outstanding at the end of the month were 10 per cent higher. Installment collections were larger than a year ago, and accounts receivable showed little change.

Chains Show Gain

"Leading chain store systems reported for November the unusually large increase of 10 per cent in average sales per store, compared with a year ago. A part of the increase was due to the extra selling day this year, and the less rapid opening of new stores, which have smaller average sales than established units, accounted for a part of the increase in some lines.

"Variety, drug and grocery chains continued to show the largest gains in total volume of business, but all types reported substantial increases over last year in November.

"Sales of nearly 200 reporting wholesale houses in this district during November averaged 10 per cent lower than a year ago, despite the additional selling day this year. The decrease was largely due to smaller sales of clothing and textiles. Sales of men's clothing had an unusually large year-to-year decrease, and sales of women's coats and suits continued much smaller than a year ago. The decline in dress sales, however, was smaller than in any month this year. Leading silk houses and cotton commission houses reported sales considerably smaller than a year ago, but jobbers' sales of cotton goods were slightly larger for the first time in a year.

"Wholesale grocers reported the smallest sales for any November in the last eight years, and machine tool sales remained considerably below the moderately high level of a year ago, but paper and jewelry sales showed the largest increases since June, and shoe sales wer the largest for November in five years.

"Stocks of silk goods, hardware and jewelry an diamonds were larger at the end of the month than year previous, but cotton goods and shoe stocks wer considerably smaller. Collection during Novembe averaged slightly larger than a year ago, and account outstanding at the end of the month were somewha smaller."

May Stores Do $71,000,000 in 9-Month Perio

May Department Stores Co., operators of five store reported recently to the New York Stock Exchange tha sales for the nine months ended October 31, amounted t $71,453,745 and that net profits were $4,936,724. Th corporation operates stores in Los Angeles, Cleveland, S Louis, Akron and Denver.

Early in the fall, Thomas J. May, vice president of th company, predicted that sales would reach a new hig total of $111,000,000, an increase of 15 per cent over las year's mark of $97,117,891.

The consolidated balance sheet for the nine-mon period ended October 31, follows:

Net sales, $71,453,745; costs and expenses, $65,644,70 operating income, $5,809,042; other income, $312,826; t tal income, $6,121,868; depreciation and amortizatio $414,672; Federal taxes, $770,472; net income, $4,936,72

Consolidated balance sheet of May Department Stor Company and subsidiaries as of October 31, 1926, follo

Assets.—Cash, $3,042,598; Liberty bonds, etc., $434 customers' accounts receivable, less reserves, $10,574,65 notes receivable, $334,168; sundry debtors, $805,616; i ventories, $20,133,678; investments, $1,151,852; delive equipment, $211,610; real estate, buildings, equipme etc., after reserve for depreciation and amortization, $1 060,780 deferred charges, $280,642; goodwill, tra names, etc., $15,015,225; total, $64,615,171.

Liabilities.—Accounts payable, $4,228,954; sundry cre itors, including accrued State taxes, $1,986,550; reser for trading stamps, coupons, etc., $264,943; purcha money mortgage net, $30,450; Federal taxes and conti gencies, $2,177,642; preferred 7 per cent stock, $4,69 400; common stock, par $50, $26,000,000; surplus $2 235,232; total, $64,615,171.

November Sales Show 7 Per Cent Gain

Trade at retail stores reporting to the Federal R serve System declined slightly in November from the p ceding month. Compared with a year earlier sales of partment stores in November of this year averaged 7 p cent larger and those of mail order houses 6 per c larger. A part of the increase in sales in November flects the fact that November of this year, by reason fewer Sundays, contained one more business day th November of 1925. During the eleven months ending November department store sales averaged 3.6 per c larger for the country as a whole than in the correspo ing period of 1925.

Larger sales of department stores than in November of st year were indicated in practically all sections of the untry except in the Minneapolis Federal Reserve district. creases were largest in the Boston, Cleveland, Chicago, . Louis, Kansas City and Dallas districts, where they ounted to more than 8 per cent. Reports from forty-e separate departments of stores in seven Federal Re-rve districts showed larger sales than in November, 25, at thirty-seven departments and smaller sales at ght departments. Increases amounting to more than 15 r cent were reported for departments selling boys' wear, men's skirts, furs, gloves, women's and children's hose, it underwear, infants' wear, negligees, aprons and house esses and men's and boys' shoes. Of the eight depart-nts which showed smaller sales than last year decreases re largest at departments carrying woolen dress goods d women's suits.

Inventories of department stores were increased further November and at the end of the month were slightly ger than in November, 1925. Growth in department re stocks is customary in September, October and No-mber when inventories are built up in anticipation of increase in the volume of sales that occurs in the last arter of the year. In 1926, however, stocks in those nths did not increase as much as sales. Statistics re-rted from forty-five separate departments indicate that cks were smaller than a year ago at twenty-one depart-nts and larger at twenty-four departments. The larg-increases were in departments carrying furs, junior and ls' ready-to-wear and musical instruments and radios. ile declines were largest in departments carrying dress ods, women's suits and waists and blouses.

As a result of a larger increase in sales than in stocks November, the rate at which stocks were turned over s higher than in the corresponding month of 1925. For eleven months ending in November stocks were turned er 3.10 times compared with 3.04 times in the corre-nding period of 1925.

Filene 24-Page Roto Aids Holiday Sales

The mail-order and telephone shopping department of lliam Filene Sons Co., Boston, sent out a twenty-four ge rotogravure circular this year showing merchandise practically every department and featuring Christmas rchandise especially.

"The roto section was particularly helpful," the man-ment declared, "to our out-of-town customers, as well shut-ins. It went to practically every State in the ion, but our largest territory was the New England tes.

"This year we did something particularly interesting our telephone shopping board by soliciting business her than waiting for customers to call us. We used st of 10,000 customers who had utilized our service in past, and we called them once a week or once in two eks to acquaint them with merchandise we felt they re interested in."

Bloomingdales Sales Advance 13½ Per Cent

Bloomingdale Brothers' Department Store, New York, reports that for the month of December, up to Christmas, sales ran 13.5 per cent ahead of the same period of the previous year, although this period contained one more business day than in 1926.

This, it was pointed out at the store, is an increase three times as big as the average increase of December business for department stores in this district as estimated by the local Federal Reserve Bank. The December increase of 1926, it was also pointed out, was 65 per cent greater than the similar increase in 1925.

Sears-Roebuck Sales Up

Sales of Sears, Roebuck & Co., Chicago, for November were $27,990,651, as compared with $25,823,970, representing an increase of 8.9 per cent.

For the first eleven months ended November 30 sales were $242,715,912, as compared with $227,820,578 for the corresponding period in 1925, or a gain of 6.5 per cent.

Golden Rule Is Reorganizing Departments

The resignation of Julius Adler as merchandise manager of the women's ready-to-wear departments at the Golden Rule department store, St. Paul, has brought about a reorganization of these sections, according to an announcement made here.

J. G. Wilner, who has been with the firm for the last twenty years as buyer of accessories, will succeed Mr. Adler.

Alexander Weil, assistant to Mr. Adler, and a member of the men's clothing buying staff, has been named manager of the women's ready-to-wear department and will have the additional duty of buying coats. Mr. Weil will have as his assistant Maurice Thomas, formerly with the coat department of Maurice L. Rothschild's, this city.

Miss Margaret Oldham has been named buyer of women's and misses' dresses. She was formerly buyer of sportswear for the Dayton Company of Minneapolis.

L. F. Orenstein will continue to merchandise the basement departments. Jerome B. Goldberg, formerly of the Whitney-McGregor Company, Minneapolis, has been made buyer of women's apparel for the bargain basement. Mrs. T. C. Gribble will buy stouts' wear and Miss Hazel Grimsted, sportswear.

Eighteen Stores for New Buying Firm

With the representation of eighteen specialty stores on a salary basis, Abelow & Simon, New York, have started a resident buying business here with headquarters at 455 7th Ave., according to Eli M. Simon, one of the partners.

Messrs. Abelow and Simon are veterans in the resident buying field. Prior to the formation of their new venture, both of them were connected for a number of years with the resident buying organization of William Gross & Co., and before that had many years' experience with other resident buying firms.

CAUGHT IN THE NEWS NET

ANNOUNCEMENT has just been made that effective January 1 a new firm, the Godfrey-Heaton Co. Inc., opened their offices and show room at 212 Fifth Ave. H. J. Godfrey formerly connected with the Geo. C. Kindt Co., for several years and previous to this association was with Geo. Borgfeldt & Co., is president of the new corporation, while C. A. Heaton, formerly treasurer and general manager of the Sweeney Mfg. Co., Brooklyn, metal ware manufacturers, will be associated with Mr. Godfrey in an executive capacity. The firm will handle novelties and specialties acting as factory representatives. Their office and show room which is located on the tenth floor covers an area of 1000 square feet.

Graham & Zenger, the well known importing house, are now in the midst of moving their warehouse from their old quarters at 5 East 17th St., where they have been located for the past three years to a new and larger one at 41-51 East 11th St. This will give them 15,000 square feet of storage space and will be known as their Metropolitan distributing warehouse. All their expensive lines, such as Venetian glass etc., will be moved from this place and will allow them over four times the space they had at their old warehouse.

Kenneth Sebring of the E. H. Sebring China Co., is spending several days in New York this week attending to special business for the factory. He is also consulting with F. W. Dalrymple, New York Manager for the firm. Mr. Sebring expects to spend the most of next week visiting the Pittsburgh show before returning to the factory at Sebring, O.

In our issue of December 30, it was stated in error that Herbert L. Wellington would cover middle western territory for B. Tomby & Co. Instead Mr. Wellington is to take care of the New England and New York trade for the Tomby firm.

Cox & Co., manufacturers representatives, announce the acquisition of the Silver City Glass Co., Meriden, Conn., to the list of firms they will represent for 1927. This concern which was formerly known to the trade for one of the highest grade lines of cut and engraved glass ware on the market is now producing a quality line of decorated ware. Besides a general line of utilitarian items in decorated colored glass they will also produce a line of stemware and china. Still another addition to the Cox factories for the coming year is the Lewis County Cut Glass Co., Weston, W. Va., manufacturers of crystal and colored glassware in light cuttings. The Cox Company will represent both of these factories in the entire eastern territory.

The friends in the trade of whom she has many, have been welcoming Miss Grace Webster back this week at the office of the K. P. Lockitt Co., importers of glassware in the Fifth Ave. Building, where she assumed her duties on Monday as office manager and assistant to the head of the concern Kenneth P. Lockitt. Miss Webster who, has been identified with the china and glassware business for years as office manager for the late Henry Benedikt and his successors S. H. Slobodkin has been taking a rest for the past three months since she relinquished her work with Mr. Slobodkin but says she is glad to be back in harness again in the only kind of work in which she could be happy. Although the import business is new to her she says anything in the china and glassware business be it either domestic or import presents no problem to her.

The Cox & Company sales staff has been augmented this year with the following new salesmen: William Schultz will cover New York State, W. C. Clayton Pennsylvania with the general lines of the firm while John H. Herfeld who will specialize in the sale of art and fancy lines will also make Pennsylvania and New York State. H. C. Wolfe and A. Levy will cover the Metropolitan territory.

Clifford Ham Joins Bassett Staff

Announcement comes from the importing firm of Geo. F. Bassett & Co., that they have engaged the services of Clifford R. Ham to cover the middle western territory for them. Mr. Ham, who needs no introduction to the trade is one of the best known and most popular travelers in the business and his services should be a decided acquisition to any firm.

Ceramic Society Meets at Detroit

The twenty-ninth annual meeting of the American Ceramic Society will be held this year at Detroit, Mich. Feb. 14-19th inclusive. Sessions will be held at the Book Cadillac Hotel, and a number of manufacturers and those in charge of local research departments will attend.

Crockery Board of Trade Officers Elected

The following officers were elected at the Annual Meeting of the Crockery Board of Trade of New York for the ensuing year, held at the Manhattan Club, New York, nuary 12; President, C. G. Pfeiffer, with Geo. Borgldt & Co.; first vice-president, E. B. Dickinson, of Edw. Dickinson, Inc.; second vice-president, E. J. Ridgway, Meakin & Ridgway; treasurer, F. S. Hunt and secretary L. S. Owen.

Members of Executive Committee elected were; L. S. iman, of Theo. Haviland & Co. Inc., Edw. B. Dickinn, Inc., Wm. S. Pitcairn of the Wm S. Pitcairn Corp., eo. B. Jones with Johnson Bros., K. L. Wedwood of siah Wedgwood & Sons Inc., H. C. Kupper of H. C. upper Inc., and E. L. Fondeville of A. J. Fondeville &).

Members of the Arbitration Committee elected were; D. Bloch, of L. D. Bloch & Co., John J. Miller of addock & Miller Inc., and K. L. Wedgwood, of Josiah edgwood & Sons Inc.

Those elected on the Membership Committee were; E. Ridgway of Meakin & Ridgway, Wm. R. Noe, Jr., of m. R. Noe & Sons, A. H. Holbrook of Geo. F. Bast & Co., Henry Witte, manager for Geurin, Pouyat, ite Ltd., and A. W. Hogrefe, credit manager of orimura Bros. Inc.

Trustees elected to serve three years were; Julius senfeld, of Lazarus & Rosenfeld Inc., L. S. Hinman of heo. Haviland & Co. Inc., H. C. Edmiston and F. S. unt.

Aaron Holtz to Retire

Aaron Holtz, president and general manager of the Lipn & Wolfe department store, of Portland, Ore., retly announced his retirement from active business.

Back in 1906, Mr. Holtz came to Portland to become vertising and merchandising manager of one of the al department stores. Later he went with the May Dertment Stores Company and was made vice-president l a director in charge of the Cleveland store. Two rs ago he returned to this city. His first retail venture s with Sidley, Lindsay & Curr Company, of Rochester, Y.

His post at the Lipman & Wolfe store will be filled by rold F. Wendell, at present secretary of the company. . Wendell came to this city from Chicago eight years).

Sincoff to Join Gimbel

Samuel Sincoff will join Gimbel Brothers, of New rk, about January 10 as assistant general merchandise nager of the basement store. Mr. Sincoff resigned retly as divisional merchandise manager of Bloomingdale thers.

At the Gimbel Store he will succeed William Cohen, o has been named merchandise manager of ready-toar at the Brooklyn store on Oppenheim, Collins & Co.

The position at Oppenheim, Collins & Co. was held formerly by N. Kresvogel, who has purchased the Hudson Cloak and Suit Stores from S. & A. Feinstein.

Miss M'Sheffery Resigns

Miss Mary McSheffrey, who for fourteen years has filled the post of advertising director in the Hearn store, New York, has resigned and will retire from active business, she says. Miss McSheffrey has been with the company for a total of thirty-eight years.

Miss Anna Nugent and Miss Anna Paulan, buyers of infant wear, also have resigned, it was announced.

Increase May Co. Capital

The May Department Stores Company, of New York, has increased its capital stock by $2,000,000. The capitalization now stands at $33,500,000, with 1,255,000 shares instead of 575,000. Of this 1,200,000 shares in common stock at a par of $25 and 55,000, is preferred stock at $100 par.

The financing plan calls for the redemption of preferred stock at $125 a share on April 1.

Grant Expects $35,000,000

According to S. A. Powdrell, treasurer of the W. T. Grant Co., New York, the chain system expects to hit a new sales record for 1926 of from $35,000,000 to $37,000,000. The company operates 100 stores and expects to open twenty more during the coming year.

H. G. Brown Resigns

H. G. Brown, of Frederick Loeser & Co. department store, has resigned to become associated with the William Hengerer Co., of Buffalo. For the last five years Mr. Brown had been buyer of linens for the local store.

He will take up his duties in Buffalo on February 1, where he will be come merchandise manager of the piece goods department.

Strawbridge Breaks Record

The biggest December volume in its history was reported by the Strawbridge & Clothier store, Philadelphia. Two "clover days" were held, and the business for the month broke the record by several hundred thousand dollars.

Fred Hollenbach, with Hess Brothers, Allentown, Pa., will be in the market January 12th for the purpose of buying housewares, china and glassware for the 30th anniversary sales this house contemplates in the near future. Mr. Hollenbach will make his headquarters at the New York office of the firm at 220 Fifth Ave., which is in charge of Frederick Atkins. Hess Brothers are in the market for $200,000 worth of merchandise for this sale.



WHAT THE POTTERIES ARE DOING



Will Demand for "Old Time" Sets Return?

DINNERWARE manufacturers in discussing the outlook for sales during the new year have been wondering whether or not the demand for "old time" sets would return. Some are of the opinion that the day of the large dinner service is past and that the demand for the short set composition will continue.

"In former years people had a dinner service they used three times daily, and then there was the 'good' set which was placed on the table only when 'company' was entertained, but that day is only a memory now," one producer declared.

Various reasons have been advanced as to why the demand for short sets will continue, and it does seem that the main reason is that little room exists in the modern apartment house for the old fashioned dinner service.

The continued demand for the short set has caused a decline in the sale of the old fashioned 100-piece and the 112-piece composition. While manufacturers are shipping few sets of the larger composition, there is still left open the opportunity to purchase any number of pieces from those retail distributors who handle open stock patterns. In this instance the retail purchasers can specify any number of items.

Manufacturers are not unmindful of the decline in the demand for the set of large composition, and as a result where a 42-piece set is sold, three customers are satisfied and only 116 pieces of ware are sold, whereas in the old days one purchaser would buy 100 or 112 pieces. This situation has caused the producers to reach out after more business and greater sales have to be made in order to maintain nominal plant production schedules.

William L. Tickell at Pittsburgh

William L. Tickell, eastern salesman for the Smith, Phillips China Co., who spent the last week at the factory opened this line at the Ft. Pitt Hotel at Pittsburgh, Pa., this week. At the close of the Pittsburgh market, he will continue east and open at New York.

Buyers Interested in Spring Specials

Quite a number of buyers who will be in the local market during the current season will be interested in merchandise for anniversary and special spring sales. Inquiry for this line of goods is already being made. Quite a few of the larger retail distributors declare they are interested in the better class of merchandise, but, "at a price."

While merchandise is being sought for these feature sales, it is also known to the buyers that the current market is on a firmer basis now than for at least a year. It is also admitted by some distributors that the manufacturers are no longer putting out merchandise at a loss, and this fact is bound to place a higher grade of dinnerware before the buying public.

F. I. Simmers Back From West

Following a western trip that took him into Arizona and California on both business and pleasure, F. I. Simmers, head of the Hall China Co., returned to the factory late last week. He immediately arranged the line of this plant that is now on display at the Ft. Pitt Hotel at Pittsburgh, Pa.

Chain Stores Aid to Prices

It is the contention of Marc Solon, formerly of the Mercer Pottery Co., Trenton, N. J., that the chain stores, the premium houses and similar distributors have done much to make it possible for the average buyer of dinnerware to obtain such merchandise at attractive prices. It is also the belief of Mr. Solon that hereafter the manufacturers of dinnerware should give greater attention to the creation of design or shape and also a closer study anent treatment. "There has been a revolution in general taste, so far as retail buyers are concerned, and the producers must meet these particular requirements.

Charles A. Uhl Left $80,000 Estate

An estate valued at approximately $800,000 was left by the late Charles A. Uhl, pottery manufacturer, who died recently at Evansville, Ind. The plant was a large producer of stoneware and like specialties, and the business will be continued under the management of Louis Uhl, son of the founder of the business.

J. J. Purinton to Tour South America

J. J. Purinton, president of the First National Bank of East Liverpool, and interested in the East Liverpool Pottery Co., at Wellsville, has arranged to make a tour of South America, and will leave here within the next few weeks. Mr. Purinton will not return until April.

John B. Lasell to Manage Camden Plant

John B. Lasell, formerly associated with the pottery

industry in East Liverpool and more recently head of the Newark Art Pottery Co., at Newark, O., has taken over the management of a new plant to be erected at Camden, Ark., and in association with S. J. Carnes of Camden. The contract for the erection of two kilns has been awarded to an East Liverpool contractor. For some years Mr. Lasell was in charge of decorating departments in this district, and at one time operated a decorating plant at Pittsburgh, Pa.

Bybee Pottery to Add Stoneware

A line of stoneware is to be added to the output of the Bybee Pottery Co., Lexington, Ky., it has been reported here. The firm is also now in the production of a line of art ware, and the plant is the only one in that state featuring a general line of specialties.

California China to Expand

C. J. Junior, of the California China & Glassware Co., Los Angeles, Calif., has determined upon an expansion program, and as a result a new plant is to be erected covering a site 100 by 150 feet. The company is doing an exclusive decorating business, and is decorating both glassware and china.

K. T. & K. Converting Plant for Ivory Ware

Active preparations are now under way at the "China Works" plant of the Knowles, Taylor & Knowles Co., for the conversion of this pottery into the production of ivory body dinnerware. This will then give this firm nine kilns in the production of a white body. Within a few weeks the "China Works" will fire its first kiln of ivory body ware.

Edwin M. Knowles Adds New Shapes

Two new shapes have been added to the lines of the Edwin M. Knowles China Co., for 1927, and both are to be had in ivory body. Both a plain and fancy shape are included, and one has been named the "Santa Barbara" and the second the "Lotus." These shapes are now on display in the sample room at the Newell, W. Va., plant, and are being shown in a new line of treatments, the majority of which are controlled designs.

In addition to showing the new shapes here, both will also be featured prominently in the display of this firm at the Ft. Pitt hotel next week, together with all other features of this interest.

New decorations have been listed on the specialty line of this plant, the demand for which during 1926 was exceptionally active.

White Ware Production Waning

Due to the great vogue for ivory body ware and the changing of several white ware plants to ivory, the production of white ware during 1927 will reach a new low level, and the output of the ivory body will show a decided increase.



is about to unfold its opportunities for ceramic producers. It is with pleasure and a sense of responsibility that The Roessler & Hasslacher Chemical Company tenders its cooperation in advancing the interests of the industry it serves.

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GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Pittsburgh Show Opens With Rush

THE annual glass and pottery market opened at Pittsburgh, Pa., last Monday with what many have characterized as a rush. Buyers began to arrive in the market last Sunday morning, and others continued to register at the Ft. Pitt and William Penn hotels throughout the day and evening. Another crowd arrived on early trains Monday morning.

In the main, Monday and Tuesday were occupied by the buyers in "shopping." This and that room were visited and it was not until Wednesday that buying began in earnest.

Both glass and pottery markets are declared to be firm this season, and advances have been reported on a number of lines, especially in the dinnerware section.

Quite a number of buyers who spent Monday and Tuesday in the local market went to the East Liverpool district Wednesday, and those who made the latter district their first stop arrived at Pittsburgh Wednesday and Thursday.

Both manufacturers and salesmen hold the opinion that because of the active trade reported during the holiday season that retail stocks are somewhat below normal, and that present indications are that the current market will prove to be an active one and that sales for January last will be exceeded in both glass and dinnerware sections.

For variety of items in the glass section and treatments in the dinnerware section, buyers perhaps will "scratch their head" before final orders are placed. Many have already declared that "this line looks good, and that line appeals to me" and that some study will follow before final decision has been made.

All last Sunday salesmen were engaged in arranging their displays, the work continuing until late Sunday evening. A few lines were not arranged entirely until about noon Monday.

From early indications, it does appear that both glass and dinnerware lines will have an active sale this month. The firmness of the market may cause some buyers to hesitate a little before writing specifications, but at that it is generally admitted that some low quotations available during 1926 are not to be had at this time.

Hall Display Destroyed Is Immediately Replaced

A section of the display of the Hall China Co. in the Ft. Pitt Hotel collapsed last Sunday morning, resulting in the destruction of about 250 samples of teapots, both plain and decorated. The display had been "built up" from one of the regular display tables, and the weight of the teapots caused the shelving to give way.

F. I. Simmers, who is in charge of the exhibit immediately got in touch with those of the East Liverpool office, and late Sunday afternoon an entire new line of samples was sent to Pittsburgh by truck.

Charles G. Campbell Bloomingdale Buyer

According to word received in the East Liverpool market Charles G. Campbell has been appointed buyer of housefurnishings at the Bloomingdale store, New York City, succeeding Samuel Hughes.

Suggest Biennial Conventions

Members of the National Brotherhood of Operative Potters are now considering a suggestion that conventions that have heretofore been held annually be held biennially. Such a proposition may soon go to a referendum vote of the trade. Should the suggestion be endorsed there may be no convention next July. As the wage for the generalware branch of the industry has been approved for a period of two years, many workers are of the opinion there is no necessity for a convention every year.

Says Schools Should Include Decorating

"The ceramic schools of our country, especially the one of our own state, should have as part of their course of study a branch known as 'Ceramic Art,'" declared Frank P. Judge, Jr., of the National China Co., Salineville, O. "This subject should cover designing and decorating.

"This part of the ceramic course of study should be treated from two angles: first, the making of an article that is practical from the standpoint of manufacture, for too often have we seen beautiful pieces of ware designed, then found to be impractical when it came to manufacturing them. The piece of ware designed should be created with the idea uppermost in mind that it can be made with a minimum of loss in the process of manufacture, economic from a kiln placing standpoint and of such build that it will stand the high temperatures of firing. The piece of ware so designed must also have appeal from the consumers standpoint, otherwise the design would be valueless.

"There is a need in the generalware branch of the ceramic industry for trained workers of this kind. Our large factories could regularly employ a designer of new products and decorations, while our smaller factories, if they would only do it, could jointly in small groups keep a designer busy."

Florida Store Plans Addition

During the first week of the glass and pottery market n Pittsburgh, the report was heard that the Cohen Bros. Department store, Jacksonville, Fla., proposed an addi- ion to its plan at a cost of approximately $50,000. It is roposed to add 22,000 square feet of floor space to the asement merchandising departments. The China and lass section is also to be enlarged, it is reported, which vill permit of the carrying of larger stocks.

With a capital stock of $3,000,000, the Gill-Virdin Co., as obtained a Delaware charter for the purpose of manu- acturing glassware of all description, it was reported this veek.

Jeannette to Display Entire Line

The entire line of the Jeannette Glass Co., Jeannette, a., will be displayed this year in the New York market, it as announced here this week by Carl D. Sloan, treasurer f this company. The new office will be located at No. 10 Vest 23rd Street, and will be in charge of C. F. Silber.

Hazel-Atlas Issue New Catalog

The Hazel-Atlas Glass Co., Wheeling, W. Va., has is- ued a new illustrated catalog of pressed handled and oted glassware, the issue being a supplement to its reg- lar standard catalog. The newest lines from the pressed actory of this company are shown in full size illustra- ons. Two new Colonial designs are featured in the 1927 ne, and include covered sugars and creamer, spooner, cov- ed butter, two sizes of sherbets, water jug, seven-piece olonial water set candy jar and a new design measur- g cup.

These items are to be had at the factory in reshipping per cartons, and the catalog shows how many dozen of ch item are contained in a carton, also the shipping eight.

McKee Adds Many New Items

A dozen or more new items have been added to the 27 line of the McKee Glass Co., of Jeannette, Pa., which e featured in the display of this factory at the Ft. Pitt otel. These are in addition to the regular line of pressed mblers and stemware, soda fountain goods and light t lines. New cut patterns are being shown in a rather de variety by this factory this season.

U. S. Glass Co. Has Splendid Display

A remarkable display of the lines of the United States ass Co. has been arranged in the local sample rooms of is interest, Liberty Avenue, near the Ft. Pitt Hotel, hich office is in charge of Henry Nickel. For some nths past this company had been actively engaged in veloping new items for the 1927 trade, and the variety much larger than the list of former years.



Both crystal and colored glassware is again featured, but the variety of items is admittedly the most extensive ever brought out by the factories of this company.

Colored Glassware Demand to Continue

Early indications point to the fact that colored glassware will have just as large demand this season as it experienced a year ago, and perhaps an increase will be noted after total sales have footed. A number of colors have been developed by the manufacturers of these lines, and these are being shown for the first time here.

Early buyers in the market, mainly the eastern trade, began to scan the new lines of colored glassware immediately. While the crystal lines are not being overlooked by any means, yet it is admitted by the buyers that consumers are interested in the colored glassware specialties.

A number of orders will be placed for colored glassware to fill in stocks that were depleted during the holiday season, in addition to specifications for the new items.

Another Glass Firm for Pacific Coast

Report is current here that another glass concern is to be placed in operation on the Pacific Coast. A. W. Hewett, of Glendale, Calif., has announced that a new corporation is being formed there for that purpose, and that it is proposed to begin production within a few months. The character of ware to be produced has not been made known.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Department Stores Preparing for Spring

INVENTORY work is now under way in the department stores of Chicago and the buyers are putting their stocks in order preparatory to buying spring merchandise.

January Clearance sales are the order of the day and the big stores are offering unusual prices on dinnerware, glassware and lamps. The Fair this week sold Imported Theresienthal iridescent goblets and sherbets, the spiral optic variety which regularly sells for 69 cents at 29 cents. Hillman's had a sale of Dresden Figure boudoir lamps without shades at $1.49, and Mandel Brothers featured a big $1 sale of household utilities. The latter sale being a one-day affair.

Frank L. Taylor, for twenty-five years a buyer for Marshall Field & Co., died suddenly on Friday, Jan. 7.

The Limoges China display in the Furniture Mart has been very active during the first two weeks of the annual Winter market event, several new patterns being shown which have already proved popular, with the buyers.

Montgomery Ward & Co., internationally known mail order house, has begun its fifty-fifth year of operation. The firm started in a third floor room, twelve feet square, in the old Turner Hall on the north side. Its increasing business now requires 160 acres of floor space and seven large buildings in leading cities of the United States. The first catalogue issued by the company after two years of operation, consisted of two sheets. The present catalogues contain several hundred pages. December sales of the company were the largest for any month in the company's history and exceeded December, 1925, the previous record months, by $314,420, or 1.38 per cent. The December figure for the year just closed was $23,103,429, as compared with $22,789,009 for December, 1925. The company's sales total of $199,262,563, for the year, represented the fifth consecutive increase over the previous year and a gain of $15,166,574, or 8.24 per cent over 1925, when the figure was $184,095,989. The year's total

Announcing Our New Show Rooms in the American Furniture Mart



We wish to announce the opening of our new Show rooms in the **American Furniture Mart Building,** 666 Lake Shore Drive, where we will show for the first time our Ivory Body Ware in our **New Rosemont** creation which will speak for itself, for its exquisite coloring and an unusually attractive price will quickly build business for you.

Be sure to pay us a visit

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666 LAKE SHORE DRIVE

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THE STETSON CHINA COMPANY
Offices and Factory 1751 W. 74th St. CHICAGO

WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

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Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
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FURNITURE MART
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This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

also sets a new high record. The following tables afford a comparison of sales by months and a comparison of cumulative sales for the twelve months ended December 31:

	Monthly Sales 1926	1925
January	$15,266,946	$12,663,768
February	14,844,720	12,723,423
March	18,265,921	16,019,974
April	15,842,712	14,528,116
May	14,384,858	12,059,534
June	16,611,553	14,430,960
July	11,983,553	10,842,762
August	12,667,432	11,801,892
September	16,258,002	15,477,307
October	20,154,626	21,964,882
November	19,877,811	18,794,362
December	23,103,429	22,789,009
Total	$199,262,563	$184,095,989

	Cumulative Sales Twelve months to December 1	Per cent Increase
921	$ 75,956,649	32.31
922	92,474,182	21.75
923	134,644,436	45.60
924	162,715,494	20.85
925	184,095,989	13.14
926	199,262,563	8.24

While the December sales figures of Sears, Roebuck & Co. were in process of being rechecked, they were expected to show a substantial increase over December, 1925. Sales for the full year were estimated at about $273,000,000, as against $258,000,000 in the previous year. Directors of the company declared the regular quarterly dividend of 62½ cents, payable February 1.

Bert Rinkin, mid-west representative for John B. Salterini is now located in his new sample room in the Palmer House. The Chicago display of this line of metal furniture and lamps will remain in the Palmer House during the Eastern Importers and Manufacturers Exhibit, January 24th to February 6th. Later the line will move to the new quarters in the addition to the American Furniture Mart which will be completed prior to the July, 1927 show.

Oliver Phillips, of the Nu-Account Sales Co., and formerly china and glass buyer for The Fair, Chicago, left last week for a business trip through the middle west.

Richard Fitzgerald has been made president of the six Associated Furniture Stores doing business in various business sections of Chicago. Mr. Fitzgerald's store on East Seventy-fifth St. is one of the chain.

January Sales got under way in the large department stores of Chicago this week. The Davis Co. is holding their Birth Day Month sales which are to represent the third birthday of "an idea." The idea being the inauguration of the "Rock Bottom Price" policy. Hundreds of bargains are put out for the public during this sales event, including some interesting specials in dinnerware and glassware.

Charles V. Knoepfel, for twenty-one years an executive of The Fair, has resigned to become vice-president and general sales manager of the Durant Motor Cover Co., of New York.

The Glass Novelty Co., 440 W. 26th St., was incorporated recently with a capital of $1,000 to manufacture and deal in infant, juvenile and household furniture, specialties and glass novelties. The incorporators are Harry L. Rudnick, Aleck L. Bernstein and Mortimer Goldstone.

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the eleventh of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 *Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.*

So many readers questions have come in, many of them of extreme importance and general interest, that this entire article will be devoted to questions and answers.

QUESTIONS AND ANSWERS

Stocks and Bonds

Q. a) When one receives a coupon for six months interest on a tax free covenant bond that one has only held for one month, does one claim credit 2 per cent of the whole coupon for six months or only 2 per cent of interest for one month, the actual time the bond was held? b) How can one tell whether a mining stock, oil stock declares a dividend out of earnings or depletion reserve or depreciation reserve? c) When should a man consider he has received a dividend on stock, the day it is payable or the day it goes ex-dividend? d) Can a husband and wife make a joint return in one year and change to a separate return method without the necessity of getting permission?—M. VonB.

A. a) The 2 per cent for tax paid at the source is computed on the interest for the period that the bond was held and not on the whole coupon. b) As a rule, the mining or oil company will inform its stockholders to what extent a dividend is out of earnings or is a return of capital. The company could, of course, tell from its records. c) A dividend is taxable when paid and not when the stock sells "Ex." d) A husband and wife have the right to file a joint return one year and a separate return another without first applying for permission to change.

Trusts and Real Estate Profits

Q. My father and mother have created a living trust estate of which I am trustee. The entire income goes to them during the lifetime of either or both of them. Is the return to be made as an estate or trust, or should the return be made by them as individuals, since the entire income goes to them? Also, I, as trustee, sold from the estate a piece of property on contract, for $175,000. Title will not pass to the purchaser until one-half ($87,000) is paid up, which will be in May, 1927. By January 1, 1927, $40,000 will have been paid in, and the real estate broker's commission of 5 per cent ($8,750) will have been paid. The value of the property as of March 1, 1913, was $25,000. As $40,000 is less than 25 per cent of the purchase price, how should I make the return? How is the commission of $8,750 applied. When title passes to purchaser, a first mortgage of balance ($87,500) is given to me. This first mortgage, I understand, is to be deemed the equivalent of cash.—J. V. H.

A. A return is required of the trust in addition to the returns due from your father and mother. The real estate transaction is an installment sale. You need, therefore, only report that part of the total profit to be realized that the cash collected during 1926 bears to the total contract price. The commission may be offset against the selling price in determining the profit to be realized, and therefore the amount to be reported in each installment payment. The mortgage that you will take back need not be regarded as the equivalent of cash. You will, of course, have to take into consideration depreciation on the property since March 1, 1913, in computing your cost.

Interest on Mortgage

Q. Please advise if I may deduct from my income, state and federal tax, the interest paid on the mortgage on my home.—H. R. P.

A. Interest paid on a residence mortgage is deducted. All interest, for that matter, can be taken as a deduction, even though connected with a personal expenditure.

Single Person's Exemptions

Q. You plainly state in your article that any single person is entitled to an exemption of $1,500, and that if his net income is less than that amount, he has no tax to pay. Last year the paper sent me to make out my income tax read that $800 was the amount allowed for exemption of a single person. Has the figure been changed?—Miss S. H.

A. Your exemption is $1,500. The $800 you refer to may have reference to the exemption allowed by your State law or to the additional exemption allowed for supporting two dependents.

United States Citizen in Canada

Q. a) In Canada the government allows a deduction of fifty per cent from gross and net income on dividends from mining stock. Is a similar allowance made by the U. S. Government to U. S. Citizens in Canada on Cana-

(*Continued on page 31*)

OUTBABLING BABEL ——

THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

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The NATIONAL CHINA CO. SALINEVILLE, O.

Profit — Economy — Convenience To the Buyer

The China, Glass and Gift Show
Chicago
Hotel Sherman
JANUARY
24 TO 29
1927

A mid-year, mid-continent market offering the most convenient and profitable opportunity to see and compare three floors of exhibits covering the Gift, China, Glass and allied merchandise fields.

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"SHADED LIGHTS"

For Chandeliers and Brackets. New Shapes, Colors and Decorations. Now Ready. Write for Samples.

DELICA WHITE
BEST GLASS FOR LIGHT

K. G. I. *Aims to* SATISFY

Crystal, Colors and Cased Glass for Illuminating Uses. Novelties and Specialties

KG TRADE MARK

Kopps Railroad and Marine Signal Glass Special Glass for Special Purposes

KOPP GLASS, Inc.
Swissvale, Pa.

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

FIFTY-ONE YEARS AGO

From the 1875 *Files of the*
CROCKERY AND GLASS JOURNAL

The China Mania

China is now the fashionable hobby, and seems likely to rise into the dignity of a fureur. It is an intermittent frenzy recurring at intervals. Goldsmith ridicules the ladies of his day, who arrive from the auction room where they have been bidding furiously; and Miss Ferrier has a pleasant passage anent Indian monsters which were then all the rage.

Those Were Hard Times

The hard times for New York and the whole country continue. Men have looked forward to a change which does not come, and which seems as far off as ever. The depression promises to be long and the revival only to be arrived at after a great shrinkage of values, and the reduction to the strictest economy of public and corporate administration and private life. We are in the hands of circumstances which no human wisdom can manage or shape; and we shall be obliged to shape ourselves to them. We have too many railroads and they have cost too much. We have overdone manufactures, and our mills are lying idle or running to no profit. We have too many middle-men in trade. In brief, we have too many facilities for business. There is not business enough in the country to employ the men and the capital that are devoted to it. We shall reach this point quicker by the necessary diversions of this capital and labor to productive pursuits, or by the destruction of the one and the forced withdrawal of the other, etc.

Removal

The office of the Crockery Journal has been removed from Fulton Street to No. 30 Vesey Street. We are now in the immediate neighborhood of the trade, and we cordially invite our friends and patrons to call upon us and regard our office as headquarters for their personal convenience.

Experiments with the New Glass

At Cooper Institute, this city, on the 4th inst., under the auspices of Messrs. Patarie & Chapella, agents of the inventor M. de la Bastie, Prof. Egleston, of the Columbia School of Mines, submitted toughened glass to a variety of experiments similar to those presented in France and England, and which have been recorded in these columns.

An Imperial Dinner Service

On the occasion of the Emperor of Russia's visit in May last year to Mr. Mortlock's Pottery Galleries in Oxford Street and Orchard Street, his excellency, General Count Adlerberg, who was in attendance on his Majesty, ordered a dinner service to be made in accordance with a design which had attracted his attention. This superb advice, of the finest English porcelain, made by Messrs. Minton complete for eighteen persons, is still on view for a short time at Mr. Mortlock's galleries prior to being dispatched to St. Petersburg. The broad turquoise border (on white ground) with gold finish and gold dontille edge, is considered to be the most perfect color yet produced since the days of the old Sevres. In the centre of each piece is an exquisite painting of a female head, each portrait representing a different type of English beauty. These paintings are as highly finished as miniatures on ivory, some of them having been executed by Miss E. M. Keates, at Messrs. Minton's establishment at Stoke-on-Trent, and some by the female artists at Messrs. Minton's Art Pottery studio at South Kensington.—Court Journal.

Since semi-transparent porcelain differs very little from glass in its composition, it may perhaps be possible, by carefully heating valuable specimens of china and subjecting them to this process, to harden them to such a degree that mater-familas may see with equnimity her best Sevres or Wocester china scattered over the floor by her maids or children.

The Staffordshire Potteries

There are two hundred and thirty manufactories of pottery in Staffordshire, England, of which number fifty are employed upon white ware as a specialty for the United States. For the nine months previous to September 30th, 1873, there were shipped to this country 71,906 packages of pottery. We choose September 30th because that was about the beginning of the panic. For the corresponding period of last year, twelve months after the panic had begun, there were shipped 59,040 packages, 12,866 packages less than in the corresponding months of the preceding year. The total falling off of exports during the year 1874, of crockery and earthen ware amounted to $1,209,040. The British Trade Journal, in attempting to account for this decline says: "Primarily and to the largest extent, the decline is to be attributed to the commercial panic of 1873, but it is also owing to the enterprise of the Trenton, N. J., potteries, the Americans being determined to be self-supplying in the matter of crockery if possible, as well as everything else."

Curb Admits New Stocks

The Curb Exchange has admitted the Hazel Atlas Glass Co., unlisted trading privileges: 600,000 $25 shares capital stock.

New Incorporations

Fairmont Crockery Co., $20,000; L. Berkowitz, J. Liptok, P. Miller. (Atty., S. L. Miller, 261 Bway.)

Salad Bowls—the Counter Attraction



The six members of our Beech Salad Bowl family are all so lovely that your customer will linger long to make up her mind which she wants.

Brilliant colors for which Winterling is famous; beautiful decoration in bouquet floral effects; year 'round sales to keep you happy.

Write for attractive price on Beech assortment.

See for yourself
Send for samples

ASSORTMENT OF 6 PATTERNS,
2 DOZEN OF EACH, TO A CASE.
Only 3 of the 6 patterns are illustrated here.

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Fancy China
Supreme in its Field

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH & SIXTH FLOORS—49-51 WEST 23RD STREET, NEW YORK CITY

HARUTA & CO.
· IMPORTERS OF ·
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141-147 FIFTH AVENUE
· NEW YORK ·

Special sales from stock for your Spring trade. New Import lines for 1927 are now ready for your inspection.

NEW ENGLAND REP.—C. W. Pingree, 99 Bedford St., Boston

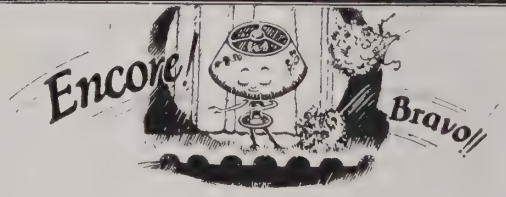
"NUROCK"

The most popular BAKING AND SERVING WARE made in America

Sells because its Serviceable, Sightly and Sanitary.



THE BRUSH POTTERY CO.
ZANESVILLE, OHIO
N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

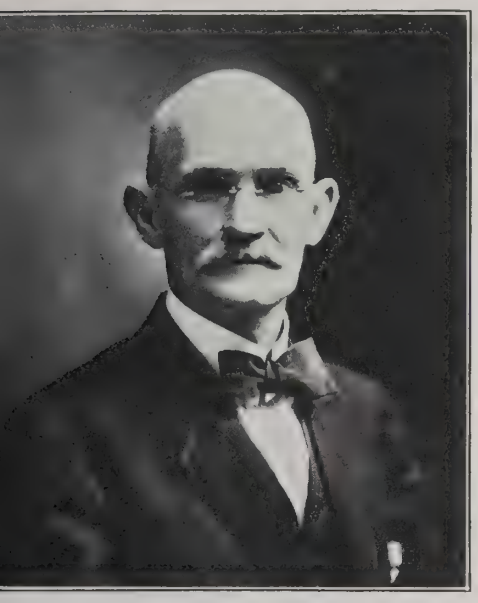
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OBITUARY

J. W. Irwin's Sudden Passing Great Shock to Trade

The death of James W. Irwin, aged 65 years, secretary-treasurer of the Edwin M. Knowles China Co., Friday, January 6, came with a suddenness that literally shocked the East Liverpool, O., community as it will also come as a terrific shock to the trade throughout the country where he was well known and held in high esteem by a host of friends.



Although for some months previous Mr. Irwin's health was not of the best, yet his many friends were of the opinion that his ailment was not at all serious.

Mr. Irwin, following the noon day meal, Sunday, Jan. , feeling ill summoned his physician to his home on Ohio avenue, East Liverpool, and he was immediately ordered to bed. His illness was pronounced erysipelas, which proved fatal five days later.

Because of the character of illness, funeral services Monday afternoon Jan. 10 were private. Interment was made in Riverview cemetery at East Liverpool.

James Weller Irwin was born at Salineville, O., June 5, 1862 and from early boyhood he was familiarly known as "Zach." This name came to him because of the close association of the family with a minister at Salineville, after whom he was named and who also was known as Zach."

He moved to East Liverpool at an early age and his first work was as an office boy with the Knowles, Taylor & Knowles Co. He applied himself, and eventually became associated with the sales department of this factory. He later became identified with the old Goodwin Pottery Co., and then later with the D. E. McNicol Pottery Co., then known as the McNicol-Smith Pottery Co.

Mr. Irwin went with the Edwin M. Knowles China Co., when this firm built its first plant at Chester, W. Va., his connection dating back to Dec. 1, 1899 and continued with it until his death.

In addition to his connection with the Edwin M. Knowles organization, Mr. Irwin was a member of the board of directors of the First National Bank of East Liverpool and also of the Federal Building & Loan Association. He held a similar office with the East Liverpool Y. M. C. A. and was a member of the official Board of the East Liverpool Methodist Episcopal church, and a member of the Chamber of Commerce and Rotary club.

He is survived by his widow and three children. Mrs. Edwin Wallover of Midland, Pa.; Mrs. Allin Poole of New Haven, Conn. and a daughter Jane Irwin at home. Two brothers are D. D. Irwin, general manager of the Potters Supply Co., of East Liverpool and Frank P. Irwin, manager of the decorating department of the Edwin M. Knowles plants.

Jack Patterson

News has been received at the Ft. Pitt Hotel, Pittsburgh, Pa., of the death of Jack Patterson, until a year ago in charge of he Clarksburg, W. Va., plant of the D. E. McNicol Pottery Co. Mr. Patterson died at his home at St. Joseph, Mo., following an extended period of ill health.

For many years Mr. Patterson was buyer of dinnerware and glassware for the George Cooke Crockery Co., at St. Joseph, and for years was an annual visitor to the Pittsburgh and East Liverpool markets. He retired from the merchandising end of the business and went with the McNicol interests when they took over the Clarksburg plant. For some years Mr. Patterson displayed the Clarksburg line at the Ft. Pitt hotel, and when the company entered the vitreous china business, Mr. Patterson retired from the organization, returning to St. Joseph. He was a member of the Western Glass & Pottery Association and had a wide acquaintance among the trade.

John B. Lessell

Death came suddenly last week at Newark, O., to John B. Lessell, who for several years was at the head of the Newark, (O.) Art Pottery Co. Surviving him is his widow, who was a former resident of New Cumberland, W. Va. News of his death reached the Pittsburgh district this week.

Mr. Lessell for many years was in charge of decorating departments of East Liverpool potteries, first with the original Sebring plant at East Liverpool. He then went with the Brunt Pottery Co., and was associated with several others. Later he went to Pittsburgh, Pa., and began the decorating of art pottery in the Phipps power building located in the rear of the Joseph Horne Department store. When he retired from this business he went to Zanesville, O., and began the manufacturing of a small art pottery line, and this business was removed from Zanesville to Newark.

During the last few weeks Mr. Lessell had closed a deal to take charge of a new art plant that was to be erected

(*Continued on page 31*)

Wheeling Decorating Co.

Wheeling, W. Va.

Gold Encrusted and Hand Painted China and Glassware



Our line for 1927 will be replete with surprises. Don't miss it!

Display as usual at the Fort Pitt Hotel in January—R. D. Otto, in charge.

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These new patterns are stocked in the special new tea room weight—a weight excellently adapted either for regular dinnerware or for tea room service. The plate edges are slightly rolled.

Complete open stock and package stock will be ready by the end of February.

Make your selection now to acquire these patterns for your territory.

This line will be on display at the Wm. Penn Hotel, Pittsburgh, Room 707, January 10 to 22. Mr. Reiwald and Mr. Shaw in charge.

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INCORPORATED 1903

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HERBERT K. CONNOR
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CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

New York Imports

December 30, 1926

S. S. Hamburg from Hamburg, Germany

Gallagher & Ascher, 56 cases toys and glassware
Hempstead, O. G., & Sons, 1 case china
Van Oppen & Co., 1 case earthenware
Block, J. L., & Son, 107 cases glassware, crockery, etc.
Taub, Hummel & Schnall, 19 cases glassware
Ruhe, F. H., 1 case earthenware, 2 cases glassware
Frankel, M., & Co., 2 cases crockery
Young, D. F., 7 cases hollow glass, 2 cases earthenware
American Shipping Co., 3 cases hollow glass
Straus, N., & Sons, 2 cases hollow glass
Schenkers, Inc., 48 cases crockery, hollow glass, etc.
Sullivan, W. C., & Co., 65 cases toys and crockery
Draeger Shipping Co., 2 cases chinaware, 1 case gifts
Bernard, J. E., & Co., 10 cases glassware, crockery, etc.
Atlantic Forwarding Co., 9 cases hollow glass
Straub, P. A., & Co., 24 cases china and earthenware, 49 cases hollow glass
Goetz, O., Inc., 1 case hollow glass
Tomby, B., & Co., 3 cases and 1 cask crockery
Carstens, C. & E., 4 crates crockery
Silverman, C., 11 cases toys, crockery, etc.
Guthman, Solomon Co., 2 cases crockery
Freedman & Slater, 13 cases earthenware, etc.
Inwald, J., Glass Co., 6 cases hollow glass
Friedlaender, O. O., 63 cases glassware
Koscherak Bros., 7 cases glassware and crockery
Bing Corp., 19 cases toys
Hudson Forwarding Co., 7 cases majolica
Sheldon, G. W., 25 casks majolica
Phoenix Shipping Co., 70 cases earthenware, etc.
N. Y. Mdse. Co., 168 cases crockery, etc.

S. S. Celtic from Liverpool, England

Tupper, H. C., Ltd., 14 crates earthenware
Rowland & Marsellus, 6 cases earthenware
Dickinson, E. B., 21 packages earthenware, 1 cask china
Jones, B. B., 3 casks earthenware
Fondeville, A. J., Co., 7 packages earthenware
Justitn Tharaud, 6 packages earthenware
Barth, L. & Co., 5 crates earthenware
Booté, Edw., 6 packages earthenware, 2 casks china
Borgfeldt & Co., 6 packages earthenware
Guaranty Trust Co., 11 crates earthenware

S. S. Lisbon Maru from Kobe, Japan

Mogi Momonoi & Co., 5 cases porcelain ware

S. S. Lisbon Maru from Yokkaichi, Japan

Taiyo Trading Co., 135 cases porcelain and earthenware
Mohawk Novelty Co., 15 cases porcelain
Bloch, L. D., & Co., 100 cases porcelain
Nara Trading Co., 45 cases earthenware, etc.
Loeser, F. & Co., 10 cases porcelain
Woolworth, F. W. Co., 20 cases earthenware, 18 cases porcelain
Tuska, A. L., & Son, 92 cases porcelain, 2 cases earthenware
Haruta & Co., 61 cases porcelain
Morimura Bros., Inc., 437 cases porcelain and earthenware
N. Y. Mdse. Co., 15 cases porcelain
Gary Eigner Corp., 40 cases crockery, 26 cases earthenware
Kresge, S. S., Co., 29 cases crockery and earthenware

December 31, 1926

S. S. Wytheville from Rotterdam, Holland

Lazarus & Rosenfeld, 57 crates crockery

S. S. Duilio from Genoa, Italy

Magnin, J., & Co., 2 cases majolica
American Shipping Co., 4 barrels majolica ware
Smith, J. D., & Co., 1 case earthenware
Herbert & Neuwirth Co., 6 barrels majolica ware
Order, 116 cases earthenware and glassware

S. S. Duilio from Naples, Italy

Abraham & Straus, 1 case crockery

S. S. Samaria from Liverpool, England

Meakin & Ridgway, 25 packages earthenware and china
John Davison, Inc., 6 packages glassware and china
Sellers, C. W., 14 casks earthenware and china
Pitcairn, W. S., Corp., 15 packages earthenware and china
Amer Hawaiian S. S. Co., 65 packages earthenware
Fenton, A., Co., 12 cases glassware, etc.

S. S. Majestic from Southampton, England

Macy, R. H., Co., 1 cask earthenware
Kronfeld Saunders Co., 5 cases chinaware
Samstag & Hilder Bros., 2 cases porcelain
Schenkers, Inc., 12 cases glassware, etc.
Saks Fifth Ave. Store, 1 case chinaware
Haviland China Co., 64 packages porcelain
Streiff, C., 67 casks porcelain
Vogt & Dose, 6 casks porcelain
Bernardaud, L., Co., 14 casks porcelain
Byrnes, J. W., & Co., 3 casks porcelain
Vogt & Dose, 1 cask porcelain

January 3, 1927

S. S. Savoia from Genoa, Italy

Gallagher & Ascher, 2 cases glassware
Van Oppen Co., 4 casks majolica

S. S. Savoia from Naples, Italy

Fenton, A. W., Co., 16 cases earthenware
Hudson Forwarding & Shipping Co., 97 packages earthenware
Burley Co., 5 cases earthenware, etc.
Plummer, W. H., & Co., 6 cases earthenware, etc.

S. S. City of St. Joseph from Genoa, Italy

Cleveland Trust Co., 9 packages earthenware, 5 cases earthenware
Straus, N., & Sons, 29 cases earthenware

S. S. Liberty from Havre, France

Rueger, C. R., 12 casks chinaware
Bamberger, L., 2 casks porcelain
Downing, T. D., & Co., 1 case pottery
American Express Co., 4 casks china
Bamberger, L., 1 cask porcelain

S. S. Resolute from Hamburg, Germany

Richard Shipping Co., 5 cases hollow glass
Wapler, N., & Co., 2 cases chinaware
Goldman, H. A., Inc., 24 crates crockery
Ruhe, F. H., 4 cases hollow glass
Hempstead, O. G., & Son, 1 case chinaware, 1 case hollow glass
Fenton, A. W., Co., 19 cases hollow glass
Sullivan, W. C., & Co., 4 cases crockery, 6 cases glassware
Stern Bros., 2 cases hollow glass
Guthman, Soloman & Co., 1 case crockery, 4 cases glassware
Borgfeldt, G., Co., 2 cases crockery
Tomby, B., Co., 1 case crockery
Bing, F., & Co., 2 cases earthenware
Henschal, G. A., Co., 2 cases earthenware
Straus, N., & Sons, 3 cases crockery, 2 casks crockery, 3 cases earthenware
Bloch, L. D., & Co., 6 cases earthenware, 5 cases crockery
Wolf, L., & Co., 21 cases toys and crockery
Thurnauer, G. M., Co., 4 cases hollow glass
Dec. Plant Co., 5 cases crockery
Macy, R. H., & Co., 10 cases crockery, 1 case toys, 1 case hollow glass
Joseph, F., & Co., 1 case crockery
Bloch, J. L., & Son, 1 case crockery
N. Y. Mdse. Co., 19 cases toys and crockery
Young, B. F., 4 cases earthenware
Straub, P. A., & Co., 9 cases glassware
Friedlaender, O. O., Co., 21 cases glassware
Reimer, F. C., Co., 15 cases crockery
Phoenix Shipping Co., 19 cases toys and crockery

S. S. Bremen from Bremen, Germany

Downing, R. F., Co., 5 cases hollow glass
Wolf, L., & Co., 7 cases china
Goebel, J., & Co., 13 cases earthenware
Chatham & Phoenix Natl. Bank, 7 cases hollow glass
Foster, W. A., 3 cases earthenware
Redden, C. A., 2 cases earthenware
Barth, L., & Co., 11 casks crockery
Herbert & Neuwirth, 13 cases crockery, earthenware, etc.
Butler Bros., 9 cases toys and crockery
Heinrich & Winterling, 1 case crockery
Foster, W. A., Co., 13 cases crockery
Rosenthal China Corp., 15 cases crockery
Downing, R. F., Co., 3 cases crockery

S. S. Martha Washington from Naples, Italy

American Express Co., 18 cases glassware and majolica

S. S. Pennland from Antwerp, Belgium

Gunthel, A. B., 187 packages glassware
American Shipping Co., 4 cases earthenware

Devoy, H. J., Co., 3 cases earthenware
Straus, N., & Sons, 2 casks and 2 cases crockery
Justin Tharaud, Inc., 20 cases crockery
Rosenthal China Corp., 16 cases crockery
Barth, L., & Co., 8 casks crockery
Heinrich and Winterling, 5 cases crockery
Kahla China Corp., 10 cases crockery
Goetz, Otto, Inc., 15 cases crockery
Panama Pacific Lines, 30 cases crockery
N. Y. Mdse. Co., 394 cases crockery and toys

January 5, 1927

S. S. Burgerdyk from Rotterdam, Holland

Macy, R. H., Co., 2 cases earthenware
Fourman Bros., Inc., 7 cases crockery
Phoenix Shipping Co., 83 cases crockery
Chase Natl. Bank, 53 cases crockery
Head, H. S., 92 cases crockery
Borgfeldt, G., & Co., 14 packages crockery
Guth, Stern, Co., 8 cases hollow glass
Basket Imp. Co., 22 packages crockery

S. S. American Farmer from London, England

Bane, W. L., Co., 5 cases earthenware
McLaughlan, E. K., 1 case earthenware

S. S. De Grasse from Havre, France

Vandegrift, F. B., Co., 2 cases earthenware
Hampton, J. W., Jr., Co., 1 case porcelain
Inwald, J., Glass Co., 5 cases glassware
Straus, N., & Sons, 1 case porcelain goods
Stern Bros., 2 casks china
Macy, R. H., Co., 10 casks chinaware
Guenthal & Cruveihler, 1 case chinaware
Downing, R. F., Co., 1 case porcelain
Haviland, Theo. & Co., 36 cases porcelain
Hansen Trading Co., 1 case earthenware

S. S. Adriatic from Liverpool, England

Wanamaker, J., 1 case glassware
Tiffany Co., 2 casks china and earthenware and 2 casks glassware
Vogt & Dose, 5 casks earthenware
Straus, N., Inc., 11 crates earthenware
Pitcairn, W. S., Corp., 40 packages earthenware
Davis Collamore Co., 2 casks china and 2 casks earthenware
Plummer, W. H. Co., 6 packages earthenware and 1 cask glassware
Pitcairn, W. S., Corp., 2 casks and 3 crates earthenware
Guaranty Trust Co., 7 crates earthenware
Thurnauer, G. M., Co., 7 casks hollow ware
Barth, L., Co., 2 crates earthenware
Fondeville, A. J., Co., 12 crates earthenware
Dickinson, E. B., Inc., 16 packages earthenware
Boote, E., 54 packages earthenware and 6 casks china
Leyland, P. N., Inc., 3 casks earthenware and 8 crates earthenware

January 6

S. S. Tuscania from Liverpool, England

Downing, T. D., & Co., 11 crates earthenware
Bassett, Geo., F., Co., 19 crates earthenware
Borgfeldt, G., & Co., 3 packages earthenware, etc.
Sellers, C. W., 24 packages earthenware and china
H. C. Edmiston, 12 packages crockery
Macy, R. H., Co., 3 packages earthenware, etc.
Meakin & Ridgway, 41 packages earthenware and china

S. S. Hellen from Tunis via Marseilles

Lazard Freres, 2 cases pottery

From Valencia, Spain

Bloch, L. D., & Co., 25 cases crockery

From Barcelona, Spain

Macy, R. H., Co., 3 cases hollow glass

S. S. Providence from Naples, Italy

Order, 18 cases earthenware

S. S. Cabo Billano from Genoa, Italy

Bing, F., & Co., 32 packages glassware and earthenware
D. C. Andrews Co., 9 packages earthenware
Wanamaker, John, 12 cases earthenware
American Shipping Co., 128 cases earthenware

From Barcelona, Spain

Gracia & Diaz, 15 cases earthenware
Caragol, A. B., 6 casks crockery
Block, L. D., & Co., 59 cases crockery
Daniels & Fisher Stores Co., 3 cases crockery

January 7

S. S. Berengaria from Southampton, England

Richard Shipping Corp., 2 casks glassware
Haviland China Co., 80 casks porcelain
Phoenix Shipping Co., 14 casks porcelain
Altman, B., Co., 1 cask porcelain
American Express Co., 20 cases glassware, etc.
Kraemer, F. L., & Co., 2 cases china

S. S. France from Havre, France

Hampton, J. W., Jr., Co., 2 casks porcelain
Downing, T. D., Co., 10 cases glassware
Kuyper, C., 17 casks crockery
Woolworth, F. W., Co., 34 cases toys, etc.
Fenton, 1 case glassware
Herbert & Neuwirth, Inc., 1 case crockery

January 8

S. S. Breedyk from Rotterdam, Holland

Maibrunn Co., 7 cases majolica
Woolworth, F. W., Co., 2 cases glassware, 1 case crockery
Equitable Trust Co., 17 cases crockery
Borgfeldt, G., & Co., 269 cases toys and crockery
Grace National Bank, 57 cases crockery

S. S. President Harding from Bremerhaven, Germany

Hutter, K., Inc., 70 cases crockery
Hirsch, G., & Sons, 54 cases glassware
Poloson, A. F., 14 cases crockery
Heinrich & Winterling, 1 case crockery
Arrow Novelty Co., 4 cases toys, 7 cases earthenware
Herbert & Neuwirth, Inc., 9 cases glassware, etc.
Phoenix Shipping Co., 21 cases glassware, etc.
Barth, L., & Co., 2 cases crockery
Butler Bros., 6 cases toys and crockery
Smith, T. D., & Co., 5 cases earthenware
Berger, G. G., 2 cases earthenware
Phoenix Shipping Co., 2 cases hollow glass, 1 case crockery
Borgfeldt, G., Co., 94 cases toys, crockery, etc.

January 10

S. S. Spreewald from Hamburg, Germany

Kress, S. H., & Co., 1 case toys
Importers Service Co., 1 case hollowglass
Bengol Trading Co., 5 cases glassware
Madico Corp., 14 cases hollowglass
Ruhe, F. H., 22 cases hollow glass
Equitable Trust Co., 7 cases crockery
Phoenix Shipping Co., 19 cases crockery
Guthman, Solomon, Co., 3 cases crockery, 1 case glassware
Carstens, C. & E., 34 crates and 2 cases crockery
Butler Bros., 1 case crockery
Block, L. D., & Co., 11 cases earthenware, 1 case crockery
Friedlaender, O. O., Inc., 31 cases earthenware
Kress, S. H., & Co., 7 cases crockery
Richard Shipping Co., 22 cases crockery, etc.
Block, J. L., Sons, 37 cases crockery, etc.
Berner, A. V., Co., 3 cases crockery
Weiss Forwarding Co., 3 barrels crockery
Borgfeldt, G., Co., 1 case crockery
State Forwarding & Shipping Co., 9 cases earthenware
Frankel Imp. Co., 2 cases crockery
Fenton, A. W., Co., 24 cases hollow glass
Schenkers, Inc., 43 cases glassware, etc.
N. Y. Mdse. Co., 69 cases toys, glassware, etc.
Bernard, J. E., & Co., 31 cases toys, glassware, etc.

S. S. Republic from Bremen, Germany

Wolf, L., Co., 90 cases chinaware
Freedman & Slater, 2 cases earthenware
Borgfeldt, G., & Co., 26 cases toys and crockery
Order, 16 cases hollow glass

January 11

S. S. Carnia from Naples, Italy

Hudson Fwdg. & Shpg. Co., 16 cases earthenware

S. S. West Apaum from Rotterdam, Holland

Bloch, L. D., & Co., 1 case china, 2 cases glass
Lazarus & Rosenfeld, 16 crates crockery, 4 cases earthenware, 22 cases china and clay
Borgfeldt, G., & Co., 75 cases toys, etc.

S. S. Glasgow Maru from Genoa, Italy

Globe Shipping Co., 6 cases crockery, earthenware, etc.
Vandegrift, F. B., Co., 8 packages earthenware
Order, 11 packages crockery, 82 cases earthenware

(Continued on page 31)

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

MANUFACTURERS' AGENT SEEKS OPENING

MANUFACTURERS' agent with extensive following among the installment, department store and premium trade in the East desires new connection with well known pottery. Box 603, care CROCKERY AND GLASS JOURNAL.

WANTS LINES

WHOLESALE Distributor covering the entire state of New Jersey is anxious to take on several housefurnishing lines as factory representative. Have a large warehouse making our own truck deliveries and would be a very desirable connection for manufacturers who would want to carry stock on this territory for immediate delivery, if they wished to do so. Address Box 604 care CROCKERY & GLASS JOURNAL.

Buyers in New York

DECEMBER 30, 1926

Mr. Moreland, china and housefurnishings, Mendel & Harris, New Haven, Conn., 115 West 30th St., 11th floor.

JANUARY 3, 1927

J. A. Marchand, Jr., housewares and household specialties, The Raymond Co., Inc., Baton Rouge, La., 11 East 26th St.

A. E. Long, lamps, Dayton Co., Minneapolis, Minn., 1440 Broadway (D. G. Assn.).

G. R. Holsinger, gifts, G. M. McKelvey Co., Youngstown, O., 333 7th Ave. (J. M. Biggins).

JANUARY 4, 1927

Mr. Libby, housefurnishings, glassware, lamps and china, Burrows and Sanborn, Inc., Lynn, Mass., 1440 Broadway (R. J. Cronin).

G. E. Reil, lamps and housefurnishings, Parke Snow, Inc., Boston, Mass., 120 West 32nd St. (A. Fantl).

Miss S. G. Shaner, toys, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Asso. Mds. Corp.).

Miss L. M. Price, gift shop, Chamberlain, Johnson DuBose, Atlanta, Ga., 60 West 35th St. (W. M. Van Buren).

JANUARY 5, 1927

F. H. Weiss, lamps and gifts, Mabley & Carew Co., Cincinnati, O., 455 7th Ave. (C. A. Cook).

H. Cooper, lamps and shades, Lit Bros., Philadelphia, Pa., 132 West 31st St.

A. Mendel, housefurnishings, Whiteheads, New Haven, Conn., 134 West 32nd St. (Goodman Buying Syndicate).

Mr. Wheeler, housefurnishings, Gilchrist Co., Boston, Mass., 128 West 31st St. (Amer. Retailers Assn.).

R. Darrenogue, gift novelties, Ed. Schuster Co., Milwaukee, Wisc., 330 5th Ave.

Miss E. Johnson, lamps, Woodward & Lathrop, Washington, D. C., 370 7th Ave., room 1702.

JANUARY 6, 1927

B. G. Twitchell, china, glass and lamps, Kaufman Straus Co., Louisville, Ky., 112 West 38th St., 14th floor.

C. W. Conant, glassware, Porteous, Mitchell & Braun, Portland, Me., 432 4th Ave.

J. M. Rush, gifts, Cleland & Simpson, Scranton, Pa., 105 Madison Ave.

J. Hertzberg, china, glassware and housefurnishings, S. Kann Sons Co., Washington, D. C., 128 West 31st St., 6th floor.

P. Weill, housefurnishings, B. Nugent & Bro. D. G. Co., St. Louis, Mo., 112 West 38th St., 19th floor.

JANUARY 7, 1927

J. R. Summers, toys, Perkins D. G. Co., Dallas, Texas, 66 Worth St. (White & Pardee).

M. Moreland, china and housefurnishings, Mendel & Harris, New Haven, Conn., 115 West 30th St. (B. F. Levis).

JANUARY 8, 1927

J. R. Summers, toys, Perkins D. G. Co., Dallas, Texas, 66 Worth St.

JANUARY 10, 1927

C. L. Johnson, toys, McKean Ellers Co., Austin, Texas, 72 Leonard St. (W. L. Howell).

F. L. Warren, china and housefurnishings, Callender, McAuslin & Troup Co., Providence, R. I., 240 Madison Ave. (Syndicate Trading Co.)

Mrs. A. Schott, gifts, Buffum's, Long Beach, Calif., 455 7th Ave. (C. A. Cook).

JANUARY 11, 1927

W. R. Hume, housefurnishings, I. E. Fronani, china and glassware, Woodward & Lathrop, Washington, D. C., 370 7th Ave.

S. Strauss, gifts, Pfeifer Bros., Little Rock, Ark., 128 West 31st St. (Kirby, Block & Fisher).

L. W. Wessleman, housefurnishings, china and toys, Bailey Co., Cleveland, O., 112 West 38th St., 19th floor.

JANUARY 12, 1927

M. Fitzgerald, toys and housefurnishings, Tilley's Stores Corp., Durham, N. C., 131 West 35th St. (J. Hartblay, Inc.).

PETER POTTER



PETER POTTER SAYS: This ez a great life. A fellow comes into this world without his consent 'n goes out of et against his will. Even ef the trip between aint a bed o' roses he usually likes to remain.

F. Hollenbach, housewares, china and glassware, Hess Bros., Allentown, Pa., 220 5th Ave. (F. Atkins).
K. F. Kreider, gift goods, Hager & Bro., Lancaster, Pa., 315 th Ave. (D. G. Alliance).
R. N. Perkins, gift goods, Union D. G. Co., Macon, Ga., 105 Madison Ave. (Mdse. Reporting Co.).
J. J. Cole, housefurnishings, James J. Cole Co., Natchez, Miss., 25 West 34th St. (I. Nadel).
J. MacFarquhar, toys, S. Kann Sons Co., Washington, D. C., 28 West 31st St. (Weill & Hartmann).

Income Tax

(*Continued from page 20*)

lian mining stocks? b) On returns for 1925, are wages arned in a foreign country by a U. S. citizen excluded rom tax entirely? —T. A. McD.

A. a) The United States does not allow any specific leduction for dividends on mining stocks. However, to he extent that the dividend is really a return of capital, t need not be included in income at all. b) If a United States citizen resides in a foreign country for more than ix months during the year, his wages are exempt from ncome taxation in this country.

New York Imports

(*Continued from page 29*)

From Leghorn, Italy

Macy, R. H., Co., 112 crates earthenware
Wrons, W. & Sons, 1 cask earthenware

January 12

. S. Singapore Maru from Hamburg, Germany

Owen Walsh Mfg. Co., 10 cases hollow glass
Gary Eigner Corp., 17 cases crockery
Public National Bank, 5 cases crockery
Gimbel Bros., 1 case crockery
Commonwealth Bank, 20 packages crockery
Bergmann, Morris, 23 cases crockery
Butler Bros., 80 cases toys, crockery, etc.
Frankel, J. & Co., 3 cases toys, 1 case glassware
Block, J. L., & Son, 245 cases crockery

. S. Lapland, from Antwerp, Belgium.

Fondeville, A. J., Co., 18 casks earthenware
Mitchell Bissell & Co., 11 cases crockery
Colgate & Co., 2 cases crockery
Ringk, A. H., & Co., 1 case crockery
Field, B. H., & Co., 20 cases crockery
Sommers, E. L., & Co., 7 cases toys, 2 cases crockery
Levy Bros. China Co., 41 cases crockery
Kuyper, P. C., & Co., 4 cases crockery
Silverman, C., 26 cases toys, crockery, etc.
American Shipping Co., 25 packages earthenware, etc.

Obituaries

(*Continued from page 25*)

t Camden, Ark., where a three kiln plant was to be rected, in this venture he being associated with S. J. arnes of Camden.

William Bishop's Death Causes Regret

Glass and pottery salesmen and manufacturers who are ow exhibiting their lines in Pittsburgh learned with re- ret of the death at Steubenville, O., a few days ago f William Bishop, for many years manager of the old Monongahela House, and who later conducted the cigar ore in the Monongahela House building. Mr. Bishop had an intimate acquaintance with every glass and pottery salesman, and those salesmen older in the service always gathered in the rear office of the Bishop store during the days of the exhibit season at this hotel.

In his early life with his brother he conducted a hotel of his own here, and he was also at one time chief clerk at the old Imperial Hotel at Steubenville. Funeral services were held at Steubenville, where interment was made late last week.

Rennie President of Canadian Department Stores

G. H. Rennie, formerly assistant general manager of the Robert Simpson Co., Ltd., has been named president and general manager of the Canadian Department Stores, Ltd., the recently organized company of twenty-one stores located in Ontario.

Mr. Rennie has lived here for the last twenty-five years and is especially well known in business circles. He joined the Simpson store eleven years ago as assistant manager of the markets. From that position he was promoted to store superintendent in three years, then to assistant general manager.

Upon severing his connection with the Simpson company Mr. Rennie was given a testimonial dinner by the executive heads of the store.

The organization of the Canadian Department Stores, Ltd., as previously noted in the *Retail Ledger*, was brought about to give these stores the advantage of group buying and the interchange of modern merchandising methods.

Gimbel Completes New WIP Control

Gimbel Brothers have completed the installation of its remote control station for WIP on top of the new store at 9th and Chestnut Sts., Philadelphia. The broadcasting studios are still located on the seventh floor of the old building.

Station WIP will broadcast on the same wave length, 508.2 meters, and with a power of 500 watts. While this is the normal power rating, it is double the power which has been used the last eight months.

The new building contains splendid wire facilities. Not only do the microphone leads from the control room provide for handling large choruses from the main studios, but individual "mikes" have been placed in the tearoom, the small studio and virtually every floor has microphone outlets for broadcasting from all sections of the store.

The antenna towers are of girder steel, and are the "basket-mast" design. The lead-in, which connects the aerial with the transmitting apparatus in the control room, is of the new basket five strand type. Because of its remoteness from the main studios, the control room is equipped with a monitoring system of lights and telephones.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L. BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, Rockingham and Ivory Teapots, "Hook-Lid" Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *35 W. 23rd St.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Krautheim" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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BONITA ART GLASS CO., *Huntington, W. Va.*
Largest factory in the United States specializing in exclusive decorated glassware and gold encrusted imported dinnerware. Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
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VICTOR BRISBOIS, INC., *200 Fifth Ave.*
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THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
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A. E. HULL POTTERY CO., *200 Fifth Ave.*
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ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
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D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silverplated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*
McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*
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Vol. 104, No. 3

JAN. 20, 1927

IN THIS ISSUE

How to Avoid Income Tax Troubles—An article that will benefit you for the reading by Samuel Newberger, C.P.A.

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

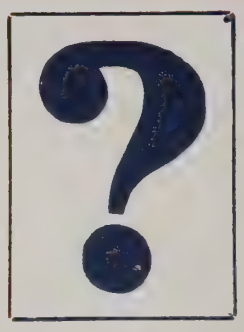
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Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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January 10 to 27

We cordially invite your inspection



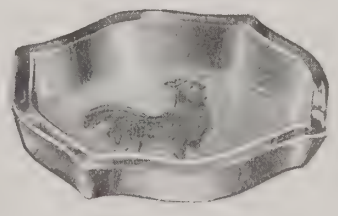
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1049/4″ Dolphin
Candlestick



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455/4″ Rooster Ash Tray



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No. 1 Duck Ind. Salt



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The Lotus
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For 1927 we will make the following Dinnerware Shapes

In Ivory	In White
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The Lotus	The Hampton
	The Monterey

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Black Knight China
of luxurious Belleek texturestone



AMONG those buyers who have seen the recent arrivals in the Black Knight line there has been evident, without exception, an enthusiasm over the velvety texture and mellow warmth of the new Belleek body.

This creamy ground provides the perfect setting for the many fascinatingly fresh color effects which abound. The delicacy of the modish narrow encrustations is a revelation.

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Vol. 104 January 20, 1927 No. 3

AS THE EDITOR SEES IT

Camouflage in the Post Office

The fact that the Government, unintentionally perhaps, has succeeded in disguising the reasonably prosperous commercial branches of the postal service by a traditional deficit through an overload of free or less than cost "policy" services is disclosed in a report of the Postal Service Committee of the Chamber of Commerce of the United States submitted to Congress as a basis for demanding revision of the postal rates.

The Post Office Department is the errand boy for all Government departments, agencies and commissions. It carries free all the pamphlets sent out by the Department of Agriculture, the notices sent out by the Treasury Department, the voluminous mail sent out by every bureau, commission, committee and department compromising, in the aggregate, Government business. It pays the Bureau of Engraving for its stamps; it pays the Government Printing Office for its printing; it pays every other department for what it gets.

The costs of performing "policy services"—that is, services recognized to be in the public interest but uneconomic from the purely commercial viewpoint, such as rural free delivery and the handling of fraternal and scientific publications—are charged against it.

The result is that the ghost of the "deficit" hovers about the Post Office Department and the perennial efforts to lay it by raising postal rates, placing additional burdens upon the commercial mail users, have proven ineffective.

You Can't Milk a A Dry Cow

By stripping their lands and failing to encourage reforestation many states, it is pointed out by the Department of Natural Resources of the Chamber of Commerce of the United States in a report on commercial forestry, have deprived themselves of an important source of revenue.

"The direct loss to the community, the state and the nation," it concludes, "through reduced tax returns from cut-over idle land as compared with producing forest land, and the increased burden of taxes on other property to make up this loss, is staggering for the country as a whole.

"Today in Michigan, for instance, millions of acres of forest land produce nothing of value and, of course, pay a small tax. These same areas, if in forest might have an average value of $75 to $100 an acre instead of the present nominal value of $2.50 per acre.

"Taxation under any system would yield much more from these lands, were they productive, than at present, and the burdensome local taxes of farm and town property lightened."

Income Tax Troubles—How to Avoid Them

By Samuel Newberger, C. P. A.
of Samuel Newberger & Co., Accountants and Tax Consultants, 38 Park Row, New York City

FOR the calendar year ended December 31, 1926, Federal Income Tax reports must be filed on or before March 15, 1927, with the Collector of Internal Revenue in the district in which they reside or do business by:

1. Business Corporations.
2. Partnerships.
3. Estates and Trusts.
4. Single persons having a net income of $1,500 or over.
5. Married persons having a net income of $3,500 or more.
6. Every individual having a gross income of $5,000 or over, regardless of the amount of his or her net income.

If, however, the return is made on the basis of a fiscal year (that is, a business year not ending with the regular calendar year), then the Income tax report must be filed within ten weeks after the close of the fiscal year. The consent of theCollector of Internal Revenue should be obtained to file a return for a fiscal year, otherwise the return should be made for the calendar year.

One quarter of the tax must be paid on or before March 15, 1927, and quarterly thereafter. The entire tax may be paid when the return is filed.

Extensions of time to file Income Tax returns will be granted if request therefore is made before March 15th to the Collector of Internal Revenue. Tentative returns must be filed however and one-quarter of the estimated tax paid.

Every individual or organization who during the taxable year made payments of income or other fixed or determinable gain, or profits of $1,500 or more to a citizen or resident of the United States or to a domestic partnership, must file a return of information showing such payments and a summary form summarizing such payments. The reports must be filed with the Commissioner of Internal Revenue on or before March 15th.

The income tax on corporate incomes for 1926 will be 13½ per cent of the net Income in excess of certain credits. These credits are: (a) the amount of interest on obligations of the United States which is included in gross income; (b) a specific credit of $2,000 in the case of domestic corporations whose net income is $25,000 or less.

Affiliated corporations may file separate returns. In case of consolidated returns only one specific credit of $2,000 will be allowed and that only if the combined net income of the affiliated corporations is $25,000 or less.

Partners are taxable upon the distributive share of the profits of the partnership as reported in the partnership return. By distributive share is meant the amount of profits to which each partner will be entitled upon distribution, and not the amount actually withdrawn by the partner. I so far as the effect upon the amount of taxes is concerned it does not make any difference whether or not the profi is withdrawn by the partner or retained in the business

The rate of normal tax for individuals is 1½ per cen on the first $4,000 of net income in excess of exemption and credits; 3 per cent on the next $4,000; and 5 per cen on all above that amount.

There will be surtaxes on the net income in exces of $10,000 without allowances for credits.

Credits! An unmarried person or married person no living with husband or wife is entitled to a personal ex emption of $1,500. Married persons or single person who are at the head of a family are entitled to an exemp tion of $3,500. An additional exemption of $400 is a lowed for each person dependent upon the taxpayer fo support who is either: (a) under the age of eighteen, o (b) incapable of self-support because mentally or physi cally defective. These exemptions are deducted from th amount of the net income received by the individual tax payer and the tax is computed on the excess of incom over exemptions.

The personal exemption of $1,500 or $3,500 in th case of a taxpayer who during the year changes his statu shall be the sum of a proportionate amount of the $1,50 exemption and a proportionate amount of the $3,500 ex emption, according to the number of months of the tax able period during which the status of the taxpayer wa such as to entitle him to those amounts respectively.

The $400 credit for each dependent person is dete mined by the taxpayer's status at the end of the taxabl year.

Earned income. In the case of individuals it is pro vided that all net incomes of $5,000 or less are considere as earned income. Earned income means wages, salarie professional fees and other compensation for person services actually rendered. In the case of a taxpayer en gaged in a trade or business where both personal service and capital are required, 20 per cent of his share of th net profits shall be considered earned income. In no cas shall the earned net income be considered to be more tha $20,000.

Earned income credits: 25 per cent of the amount of th tax which would be payable if the earned income const tuted the taxpayer's entire income.

See Chart of Federal Income Tax Rates appended.

The Net Income is to be computed in accordance wit the method of accounting regularly used by the taxpaye Either on a cash basis or on an accrual basis dependin on the method used heretofore.

It is important that the expenditures for the year l

ne over for the purpose of classifying additions to Cap- Assets as apart from expense of operation.

The income to be reported by the taxpayer should in- de all gains, profits and income from:

1. Salaries, wages, and compensation for personal serv- s in whatever form paid.

2. Professions, trades, businesses, sales, dealings in real personal property, or growing out of the ownership or e of or interest in such property.

3. Interest, rents, dividends, or the transaction of any siness carried on for gain or profit.

4. Any other source not specifically exempt.

The following income is Exempt from tax and is not be entered as gross income of the taxpayer.

1. Life insurance moneys paid upon the death of the ured.

2. Dividends received by the insured under life insur- ce or annuity contracts.

3. The value of property acquired by gift or inheri- ce. The income from such property is taxable, how- er.

4. Interest on securities of a state, territory or munici- lity of the U. S.; and of the Federal Farm Loan Board.

5. Interest on bonds of U. S. issued on or before Sep- mber 1, 1917, or bonds of and U. S. possession.

6. Amounts received through accident or health insur- ce or under workmen's compensation acts, as compensa- n for injuries or sickness; also the amount of any dam- es received on account of injury or sickness.

7. Amounts received under the provisions of the War sk Insurance and Vocational Rehabilitation Acts or as nsions from the United States.

8. $300 or less received by an individual as dividends interest from domestic building and loan associations ganized principally for making loans to its members.

9. All interest from Liberty bonds is exempt from the rmal individual income tax and from the corporation come tax.

From their gross income, individuals are allowed to duct:

1. Ordinary and necessary business expenses incurred ring the year.

2. Interest paid or accrued on indebtedness except on at incurred to purchase securities other than those of the S. the income of which is entirely exempt.

3. Taxes paid or accrued, except income taxes of U. S. taxes for local benefits tending to increase the value the property.

4. Losses sustained during the year not compensated for insurance.

5. Bad debts found to be worthless.

6. Depreciation—a reasonable allowance for exhaus- n, wear and tear of property used in business.

7. Contributions or gifts made to charitable, religious or scientific organizations in an amount not exceeding 15 per cent of the taxpayer's net income.

The following items are not deductible from the gross income of the taxpayer in computing his income tax.

1. Personal, living and family expenses.
2. Capital improvements.

Net Losses incurred in 1924 or in 1925 or in 1926 in the operation of the trade or business regularly carried on by taxpayers are deductible from the Net Income of the two succeeding years.

New York State Income Tax

For the calendar year 1926 Individual and Partnership Returns should be filed on or before April 15, 1927, with the State Tax Department. Returns filed on a fiscal year basis are due 3½ months after the close of the fiscal period.

The tax due from the individual must be paid at the time of filing the return.

Individuals are subject to an Income Tax of 1 per cent on the first $10,000 of taxable net income after deducting exemptions; 2 per cent upon the amount of taxable income in excess of $10,000 and not in excess of $50,000; 3 per cent upon the amount of taxable income in excess of $50,000.

The exemptions are $1,500 for a single person and $3,500 for married persons or heads of families. Four hundred dollars is also allowed for each person dependent on the taxpayer.

Partnerships as such are not subject to taxation under the State law but are required to make Returns of Income. Individuals carrying on business in partnerships are, however, taxable upon the distributive shares of the net income of such partnerships, whether distributed or not, and are required to include such distributive shares in their personal returns.

New York State Franchise Tax

Business Corporations pay a franchise tax based on their income for 1926 at the rate of 4½ per cent of the entire net income as reported to the United States Government. The corporation return must be filed with the State tax department at Albany, N. Y., on or before July 1, 1927, or 30 days after the federal income tax return has been filed if the business is run on a fiscal year basis.

The Corporation franchise tax is payable upon receipt of notice from the State tax department and covers the period from November 1, 1927, to October 31, 1928.

It has been my purpose in the foregoing article to try and present to the taxpayer a bird's eye view of his tax problem. The points involved are many and unless there is a qualified person engaged to prepare the tax report, the results may ultimately be troublesome to the taxpayer.

To save time, energy and worry, engage a Certified Public Accountant to prepare your tax return. You will then be assured of the highest type of professional accounting service.

CAUGHT IN THE NEWS NET

AN announcement of the week that has attracted considerable interest is that of the appointment of Harry J. Moscovitz as New York representative of the Knowles, Taylor & Knowles factory, East Liverpool, O. Mr. Moscovitz is well known and popular with the trade and should make another strong link in the plant's sales organization. Besides this line Mr. Moscovitz also represents the Hirsch-Malgood factory, Brooklyn, N. Y., manufacturers of decorated glassware.

H. Mora, buyer for B. Altman & Co., after filling his requirements for domestic wares at the Pittsburgh show returned to New York in time to sail aboard the *Paris* Saturday for Europe, where he will make the rounds of the various buying centers.

A. J. Strikow, head of A. J. Strikow, Inc., wholesale crockery dealers, left last Saturday for Pittsburgh to visit the show. Mr. Strikow will also visit East Liverpool while he is away and according to his plans expects to return to New York in about eight days.

David Pasmantier, of J. L. Pasmantier & Sons, left headquarters last Sunday night for Pittsburgh and the show, following which he will visit the factories of the Crooksville China Co., and the Brush Pottery Co., at Crooksville, O. and Zanesville, O., which are represented by his firm in the New York market. While at the factories Mr. Pasmantier will be busy consulting with his principals as to new items, etc. He will be away about a week returning home next Monday.

John J. Miller, head of the importing firm of Maddock & Miller, Inc., who underwent an operation last Thursday, is now recovering nicely from the ordeal. It will be pleasing news to his many friends to know that he can leave the hospital in about ten days time.

Gus Algren, who has just assumed the duties of buyer for Meyer Bros., Paterson, N. J., paid a visit to the New York market this week which was his initial one in his new position. Mr. Algren who was formerly assistant to the late Lee Schoenthal at Gimbel Bros. New York store and later with Gimbel Bros., Milwaukee, which position he only recently resigned, says that he is mighty pleased to be back east again.

Geo. Salisbury, china, glassware and housefurnishing buyer for the William Whitney Co., Albany, spent a d in New York this week on his way through to Pittsbur to visit the show.

Edward F. Ochs, housefurnishing and china buyer f Miller, Rhoads and Schwartz, Richmond, Va., visited t New York market this week after spending a week the Pittsburgh show.

News has been received that Oswald Clayton, hous furnishing buyer for the M. E. Blatt Co., Atlantic Ci N. J., is expected to arrive in New York in a few da on his way through to the Pittsburgh exhibit. He w be accompanied by his new assistant Mr. Hoenig w was formerly connected with Almy, Bigelow & Washbu Inc., Salem, Mass.

M. Kamerer has been engaged by Mandel Bros., C cago, as buyer for housefurnishings and will act in t capacity under the supervision of Joe Schoenberg w will merchandise this department. Mr. Schoenberg w was for a long time toy buyer for the Mandel store is w known and has a host of friends in the trade.

J. L. Lynch, china and toy buyer for J. Bacon & So Louisville, Ky., accompanied by Mrs. Lynch, who ha been visiting the Pittsburgh show, are now in N York to look over the market here. They were a companied on their trip by John L. Haines, housfurnishi and glassware buyer for J. B. White & Co., Augusta, G

Edw. Reiwald, of the A. J. Fondeville & Co. sales fo who has been in Pittsburgh for the show is scheduled leave that city next Sunday, Before returning to N York Mr. Reiwald will spend next week calling on t trade in Philadelphia, following which he will jump Boston and spend a week covering the trade there. Al Shaw, also of the Fondeville sales staff, who has been Pittsburgh with Mr. Reiwald, will return direct to N York.

J. H. Harris, china and glassware buyer for the Ka man Department Store, Pittsburgh, was one of the buye to sail last week for a European buying trip.

Dodrick Olson, china buyer for R. H. Macy & C sailed Wednesday of this week aboard the *Albert Bal* for a trip abroad, during which he will visit the Europe markets.

F. L. Morecroft will make a display in New York of he newest creations of the Ideal Cut Glass Co., from January 31 through the month of February. The exhibit will be in Room 362 at the Hotel McAlpin.

James P. Gordon, who will continue his exhibit of the Sterling Glass Co. and Knowles, Taylor & Knowles lines at Pittsburgh, until the end of the show, will open up his usual display in New York on February 2. He will show his lines in Room 361 of the Hotel McAlpin for two weeks.

R. E. L. Wells, sales manager for N. Straus & Sons, nc., left Wednesday of this week for Chicago to attend he Gift Show at the Hotel Sherman in that city. He plans to be away about a week.

Albert Binswanger Heads W. G. & P. A.

Albert Binswanger, with the Joseph Horne Co., Pittsurgh, was elected president of the Western Glass and Pottery Association for the coming year at the meeting f that body held in Pittsburgh, this week. Francis I. immers, of the Hall China Co., was elected first vice-resident; Henry W. Nickel, with the United States Glass o., second vice-president and Maurice A. Smith, of the IcKee Glass Co., third vice-president.

J. W. Irwin, whose sudden death recently shocked the rade, had been nominated to hold one of the offices of ice-president.

Directors named for the ensuing year include: W. C. ynch, of the Taylor-Smith & Taylor Co.; J. M. Hamer, of China-Glass and Lamps; Charles W. Ashbaugh, f East Liverpool, O.; Kirk Bryce, of Bryce Brothers Co. F. A. H. Lang was elected secretary-treasurer. Terrtorial vice-presidents for the association are as follows: Villiam L. Tickell, Baltimore; Carl A. Larson, Cincinati; Harry B. Whitney, Baltimore; W. B. Lazure, Chiago; Paul M. Philips, Boston; Edwin F. Schaefer, Bufalo; Alexander Frazer, Philadelphia; Fred H. Oberayer, St. Louis; Charles H. Lang, Cleveland; R. D. tto, Wheeling; J. T. Jacobson, Los Angeles; Silas Ichnhauser, Evansville; Hugo Schmidt, Detroit; Fred lein, Dallas; Harper J. Ransburg, Indianapolis and V. . Kinnan, Zanesville.

The following directors will remain in office for another ear: John H. Harris, D. H. Cushwa, Robert G. West and ohn L. Vodrey.

Resolution Passed on Lee Kohn's Death

A resolution condoling the death of Lee Kohns, former resident of the Crockery Board of Trade, who died last uesday, was moved and adopted at a special meeting of e Crockery Board in its rooms, today.

The motion that a committee be appointed to draft a solution of the Board's sorrow and to send a copy of me to the family of the deceased was made by William Pitcairn, of William S. Pitcairn Corp., and was duly conded by L. S. Hinman, of Theodore Haviland & Co. The committee appointed consists of Messrs. Pitcairn, inman and Julius Rosenfeld, of Lazarus & Rosenfeld.

J. E. Miller of Duncan and Miller Retires

The many friends among manufacturers, dealers and retailers in the table glassware trade will take an unusual and personal interest in the retirement from active work on the first of the year of John Ernest Miller of the Duncan and Miller Glass Company, Washington, Pa.

Until his retirement, Mr. Miller who is in his 87th year, enjoyed the distinction of being the oldest active head of glass mould work in the country, having been connected with the pressed glass industry for seventy-six years and with the Duncan and Miller Company or its predecessors for fifty-two years.

Mr. Miller was born in Germany and came to this country with his parents in 1846. At the age of ten he started to work in the Melvaney and Ledley glass factory located at 16th and 17th Streets, South Side, Pittsburgh. Later he worked for Brice, McKee & Co., and A. J. Beatty & Co., at Steubenville, O., remaining with them until the outbreak of the Civil War, when he enlisted and served with the Union Forces. In 1867 Mr. Miller took charge of the mould shop of the Washington Beck Co., and then in 1870 with King, Son & Co., in the same capacity. In 1874 he secured a position with George Duncan Sons, Pittsburgh. Fire destroyed the Duncan Plant in Pittsburgh in 1892. In 1893 a new plant was built in Washington, Pa., and commenced operation under the name of the George Duncan's Sons & Co. The years following until his recent retirement saw his best work, work to which he gave his whole great genius and talent and resulting in the unrivalled originality and grace and style of the products of his moulds.

Marking his retirement, Mr. Miller was honor guest at a banquet given by the firm, to which all the employees were invited. An interesting historical sketch was given by T. Jeff Duncan, who was interested in bringing the firm to Washington, and Judge Crumrine of the County Bench, in sympathetic and eloquent words, paid a tribute to Mr. Miller's fine character and exemplary life and concluded by presenting to Mr. Miller on behalf of the firm and employees a fine chair and reading lamp.

Mr. Miller has no definite plans for the future and feels that he is entitled to take it easy for a while. He will spend his time in his home in Washington with his family, his wife and children, grandchildren and great-grandchildren, many of whom live nearby. He is quite hearty and vigorous and his host of friends wish him many more happy years for the enjoyment of his leisure.

Homer Laughlin Plant Slightly Damaged

Fire caused a small loss estimated at $500 to the No. 3 plant of the Homer Laughlin China Co., in the East End, East Liverpool recently. An overheated kiln set fire to the roof of the glost kiln section of the plant. No inconvenience in the production schedule of the plant resulted.



WHAT THE POTTERIES ARE DOING



Dinnerware Market Showing Activity

CONSIDERABLE activity prevailed in the local dinnerware market during the last ten days, and this situation is expected to continue throughout the balance of the month. Inquiry for ivory body dinnerware is quite pronounced, although it must be admitted that some popular patterns on white dinnerware are still in strong demand.

The buyers are following a rather conservative policy in some instances, while others who declare local stocks are well sold up are placing larger specifications.

There is also some inquires for merchandise for special sales, and for shipment within the next two months. These same interests are, of course, placing orders for the regular lines of merchandise.

With so many new patterns shown on ivory body, and several new shapes in this body now being shown for the first time, many distributors are showing interest in the latest offerings of the market.

Production records of local plants and those in the immediate outside district are being held on a normal basis for this season of the year. Clay shops in some factories are working four and five days per week, while decorating departments are doing better than this record.

The dinnerware market this season is somewhat firmer than a year ago, especially on some of the lower priced patterns. On the better grade of decorations, the market is being held firmly to the usual lists. This situation is expected to be maintained throughout the season. Many of the new patterns are selling well, and not a few buyers have been seeking control of some patterns in their home districts.

Gus Bub Going to Europe

Gus Bud, buyer of dinnerware and glassware for the Hartman Furniture Co., who spent several days in the East Liverpool district last week, plans to make a European trip this spring. He spent last week in the local and Pittsburgh markets.

E. M. Knowles Have New Treatments

Twenty-five new treatments are being shown on the new "Lotus" dinner shape of the Edwin M. Knowles Pottery Co., which is being put out in an ivory body. It is contended that this shape will eventually have the demand as has been experienced with the "Mayflower" shape of this factory. The shape has been sold to every buyer who has viewed it, either at the Ft. Pitt hotel display at Pittsburgh, and also those who have visited the factory sample rooms. A cretonne pattern being featured on this shape has been in exceptionally heavy demand. The new "Santa Barbara" shape is being featured with a new covered platter, the latter item being an addition to the line.

A three way vegetable dish and cover is also a new item with this factory this season. The cover can be either used with the vegetable dish, or for a platter, or it can be inverted and also used as an individual dish.

John B. McDonald Made Bank Director

John B. McDonald, in charge of sales for the Knowles, Taylor & Knowles Co., has been elected to the board of directors of the First National Bank, taking the vacant place on the board caused by the recent death of J. W. Irwin, secretary-treasurer of the Edwin M. Knowles Pottery Co.

Carrollton Featuring Two-Tone Effect

The Carrollton Pottery Co., Carrollton, O., this season is making a special feature of a two-tone effect decoration on its white body. This treatment consists of an ivory border treatment together with new decal patterns. In all about 20 new patterns are included in the dinnerware line of this factory for the current season.

Thomas Robinson Confined at Home

Thomas Robinson, general manager of the Colonial Pottery Co., has been confined to his home for several weeks on account of illness. This plant, however, is now under the management of William Robinson, who has added a number of new patterns to its 1927 line.

C. F. Morrin Returns from Factory

C. F. Morrin, Toledo, O., Northwestern Ohio representative for the E. H. Sebring China Co., Sebring, O. has returned to his office after spending several days at the factory office.

Chicago to Have New Department Store

Chicago buyers who have visited the local market of late report plans maturing for the opening of a new department store in the "uptown" district of that city, the second to be opened in that part of Chicago. The new

re is to be opened at Lawrence and Broadway, not from the Loren Miller Co. department store, which s the first to be opened outside the Chicago loop sec-n. The new store is being promoted by Victor J. Curto, esident of the Central Uptown Chicago Association.

Local Leaves Models for Pattern

One of the pronounced patterns featured on the new Oakmont" ivory body dinnershape of the Smith, Phillips ina Co., this season is their "Autumn" treatment, an tumn leaf spray effect and in colors that are quite ue to nature. The original leaves from which the pat-n was designed were obtained from the mills in the inity of Fredericktown, this county, a historical spot in stern Ohio. These leaves were given to an artist, and om them the design was worked up. In addition to this ttern, there are included 13 other new features.

New Tunnel Kiln Rumor Denied

For some weeks report has been current in this district at another tunnel kiln pottery was to be erected in East verpool during the current year. Interests associated th this rumor, however, have denied that any such plans re even contemplated.

Buyers Planning European Trip

"Just as soon as we complete our work in this and the ttsburgh market, we'll go into the New York market, d then arrange for a trip to the European market," clared Leo Arnstein, of the Golden Rule store, Mil-ukee, Wis., when he was here a few days ago. He s accompanied by Al Papke, who also plans the Euro-an journey with Mr. Arnstein.

E. H. Sebring Leaves for Florida

E. H. Sebring, of the E. H. Sebring China Co., Sebring, , has left for Florida, where he will remain indefinitely a business mission.

Salem China Co. Books Contracts

Contracts have been booked by the Salem China Co., lem, O., that will insure the steady operation of this tory for many months, according to current report.

Consolidation of Potteries Reported

Report has been received here of the consolidation of Keller Pottery Co., North Wales, Pa., and the Whil- Pottery Co., Philadelphia, Pa. The new interest will known as the Keller-Wilden Pottery Co., and the gen-l offices of the consolidated interest will be at North ales. It is proposed to double the capacity of the rth Wales plant, which is the largest producer of neware in Eastern Pennsylvania.

Knowledge

R & H long ago saw that proficiency in the "Three R's" of production was not enough. To meet the complexities of modern enamelling we were convinced that only the most intensive search for facts and their application to enamelling processes, would insure satisfactory results. R & H Ceramic Chemicals, Minerals and Oxides thus bear the scientific imprint.

The ROESSLER & HASSLACHER CHEMICAL CO

709 Sixth Avenue, New York

Chicago
Philadelphia
Baltimore
New Orleans
Boston
Kansas City
San Francisco
Pittsburgh
Cleveland
Trenton

Mrs. George T. Bratt

The sympathy of the trade went out to George T. Bratt, western salesman for the Edwin M. Knowles Pottery Co., last Friday afternoon when the news was received here of the death of his wife at the home of her sister, Toledo, O. Mrs. Bratt had been in ill health for almost a year, and most all of this period she was confined to her bed. Last summer her condition was so improved that she was able to be removed from her home at Newell, W. Va., to the home of her sister at Toledo, where she since remained. The body was returned to her late home at Newell, and funeral services were held last Monday afternoon, interment being in Riverview cemetery, this city.

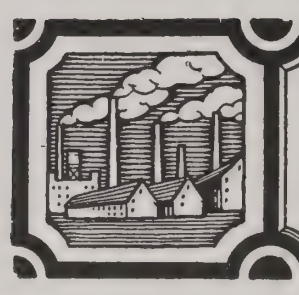
That the annual pottery and glass exposition at Pittsburgh, Pa., is being looked upon as being more than a market proposition, is the view taken by the Pittsburgh Post and other newspapers.

The leading editorial in the Pittsburgh *Post* a few days ago had the following to say:

GREAT TRADE IS ENTERTAINED

Pittsburgh is now playing host to civilization through one of the most significant annual trade displays in the world, the glass and pottery exhibition this week and next at the principal hotels, where buyers from all countries will gather and make commitments for the next trade

(Continued on page 31)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Westmoreland Has Big Pittsburgh Display

BETWEEN 125 and 150 barrels of glassware have been displayed by the Westmoreland Glass Co., in its exhibit in the Assembly and adjoining rooms at the Ft. Pitt Hotel. This display as in former years is not only the largest maintained by any single manufacturer, but it is the most varied.

The line is almost an exclusive art creation, and while colored glassware predominates as heretofore, yet some very remarkable effects in crystal glass goods are being featured for the 1927 trade.

One novelty of this line this season is their new electric lamp, the crystal bowl of which is filled with colored distilled water. This item is to be had completely assembled and it is already in quite active demand.

From the time the large display was opened for the reception of the trade a large sales force has been working actively not only throughout the day, but also during the evening hours.

W. G. & P. A. Lost Ten Members Through Death

Ten deaths were reported to Secretary-Treasurer Frank A. H. Lang of the Western Glass & Pottery Association during the last fiscal year, the largest loss the association has sustained in any single year since it was formed. In each instance the $300 death benefit was forwarded promptly upon receipt of word of the death, and because of the sound financial condition of the organization no special assessment was levied. However, a balance of $600 that remained in the banquet fund was transferred to the death fund during the year, and no assessment is to be made until the usual spring call. The Association now has a membership of over 500 in good standing.

Bell Rose Line Proving Popular

The new Bell Rose line of 15 pieces now being featured for the first time by the Co-Operative Flint Glass Co., Beaver Falls, Pa., is one of the outstanding lines of this factory this season. It is decorated in a green and rose effect and includes many items of general utility. Their new Julian line is an etched effect on colored merchandise and included in this line is a silver treatment on an exceptionally clear green glass, the silver effect being non-tarnishing.

A lace edge border effect in gold is an exceptionally attractive decoration to be had on the Amber colored glass line, and in the above two assortments there are fifteen different items. As in the last few years this factory continuing to show an extensive line of colored g plates.

A real novelty this factory has produced for the cur season is a glass dinner set, and to be had in green rose colored glass, and either in an etched or hand pai treatment or plain.

New Martinsville Has New Colored Lin

An entire new line of colored glassware has b brought out this year by the New Martinsville Glas Manufacturing Co., New Martinsville, W. Va., this consisting of 50 or more items, and to be had in ei plain or decorated. A new bureau set is also inclu in the 1927 line, as is a new decorated cocktail set candle sticks. Two rooms are required to display line this season at the Ft. Pitt Hotel.

Guy Hawthorne Visits Pittsburgh Show

Guy Hawthorne, of New York, who formerly vis this market as a buyer for large eastern department sto spent last week at the Ft. Pitt and William Penn Hot Mr. Hawthorne is now in business for himself in Metropolitan district.

Vail and Young Show Three Glass Lines

Three lines of glassware were shown at the Ft. Hotel during the current market by C. W. Young, Vail & Young, these being that of the Sneath Glass Belmont Tumbler Co., and the Coshocton Glass C The latter line consisted of pressed tableware and t blers, while casters and specialties were included in line of the Sneath Glass Co. In addition to these li those of the Jackson Vitrified China Co., of Falls Cr Pa., and the W. I. Tycer Pottery Co., of Roseville, were included.

Union Glass Co. Has Novel Lamp

The Union Glass Co., with sales offices at 33 Fran Street, Boston, was represented in the local market season by T. F. O'Hara, who featured a new line of e tric lamps. The bowls of these lamps were filled liquid, and after the regular set of illuminating bulbs shut off, a third bulb, hid from view, continued to ca glow into the bowl or standard of the lamp. A numbe different designs are included in the line, one featuring old fashioned square foot base.

D. C. Jenkins Increases Capital Stock

Announcement has been made here that the capital stock the D. C. Jenkins Glass Co. has been increased from 00,000 to $375,000, the increase being in $75,000 of eferred stock. Head offices of this company are at okomo, Ind., and the line of this factory is being dis-ayed here this season under the direction of Howard Jenkins.

hio Has Big Percentage of Glass Factories

An official report just issued by the United States Bu-au of Commerce, copies of which have just been re-ved here, discloses that of the 310 factories in the nited States in which the manufacturing of glass is the ief product, 32 of these factories are located in Ohio.

Many Deaths in Trade of Late

Several pottery salesmen now showing lines at the Ft. tt Hotel were quite downcast when they reviewed the ath loss in that trade during the last few weeks. The st death in December reported was that of J. C. Fraun-dter of the Ohio China Co., at Zanesville, O., and this s followed by the death at Sebring, Fla., of George bring.

The third death reported was that of Jack Patterson, former buyer for the Cooke Crockery Co., at St. Joseph, o., and more recently manager of the McNicol pottery Clarksburg, W. Va. This was followed by the passing ay of John Laselle of the Newark (O.) Art Pottery ., at Newark, and then came the death of J. W. Irwin the Edwin M. Knowles China Co.

Big Des Moines Stores to Merge

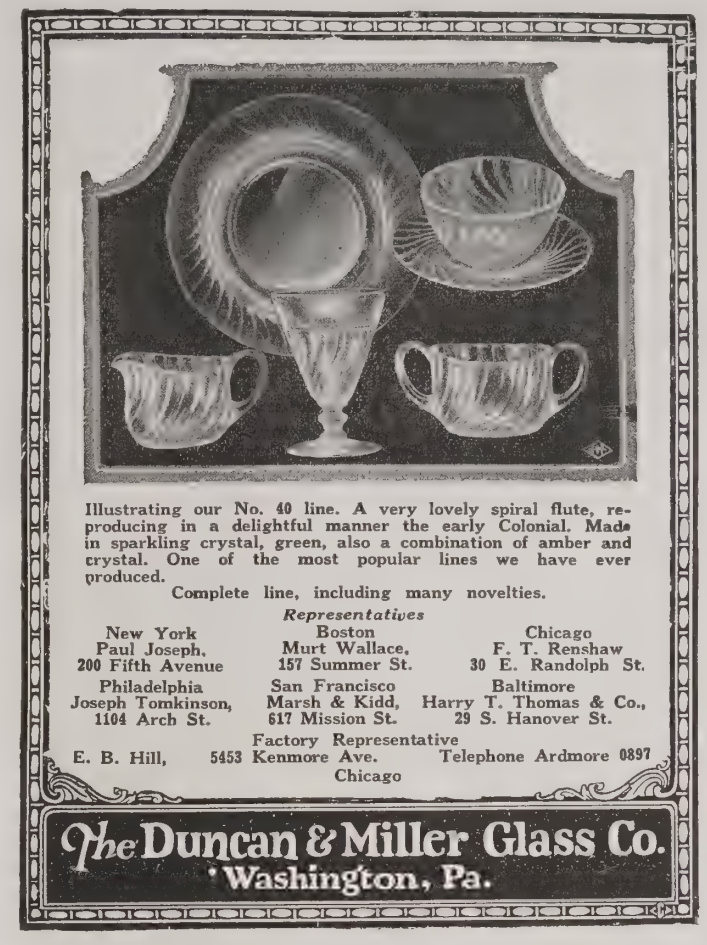
During the current week it was announced at the Ft. tt Hotel that the large department store of Younker os., Des Moines, Iowa, will be merged with that of arris and Emery, and that the combined business will known as the Younker, Harris, Emery Co., and that e business will be conducted in the Younker Bros. store ilding. The amount involved in the merger has not en made known here.

The firm of Younker Brothers was founded by three others in 1856 at Keokuk, Iowa. Later a fourth brother s admitted to this firm. The original store was sold er and the four brothers opened at Des Moines.

Harris-Emery Co. was founded in 1892, and from time time large additions were added to the original unit, d at this time it is one of the largest and leading de-rtment stores in the western territory.

Sears-Roebuck May Open Camden Store

From Philadelphia comes the report that Sears-Roebuck Co. propose to open a new department store at Camden, J., the new building to cost between $500,000 and ,500,000. The new store, it is said, will cover about ree and one-half acres of ground, and the site will cost proximately $200,000. The Sears, Roebuck Co. now operate one department store at Philadelphia, and another is being erected there.



Major Rodefer to Get Back $10,000

Major C. M. Rodefer, of the Rodefer Glass Co., Bellaire, O., will receive a check for $10,000 within a few weeks from the Federal Treasury, thereby making good a bond for that amount that was either lost or destroyed four years ago. The bond is believed to have been accidently shoved into a waste paper basket in 1922 and burned with other scrap paper. A bill was put through Congress recently authorizing A. W. Mellon, Secretary of the Treasury, to make the bond good.

Central Suffers $6,000 Fire

Destruction by fire of the cooper shop at the plant of the Central Glass Works, Wheeling, W. Va., a few days ago, caused a loss estimated at $6,000, according to General Manager Cecil Fee. Firemen fought the blaze for two hours. The cooper shop was owned by the H. Bettis Co., of Wheeling, and supplied the Central with all of its packages.

Factory Resumes After Four Years Lay Off

Operations have been resumed at the plant of the McDonald (Pa.) Glass Works, Inc., the factory having been idle for about four weeks. This factory, which is in the production of blown and stemware, is showing its line for the first time at the Ft. Pitt this season.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Correction

In our last issue we mentioned the opening date of the China, Glass and Gift Show at the Sherman Hotel as Jan. 19. This date should have been Jan. 24, the one week selling event being held from Jan. 24 to Jan. 29.

Business in Chicago is daily becoming more active as the buyers are completing their inventory work and getting their new stocks ready for the Spring trade. More buyers visited the local display rooms during the past week than for several months, and the indications are that the stores are in need of plenty of merchandise for their Spring trade. With the approach of the various selling event, the interest in buying and interest in new merchandising is becoming greater. It is expected that from this time to the 12th of February, Chicago will be visited by no less than 5,000 buyers who will come here for the various shows including the China, Glass & Gift Show, the Glass, Pottery, Lamp, and Housefurnishing Market Event, the Annual Housefurnishings Show, and the Eastern Importers and Manufacturers exhibit.

Burley & Co. report their mid-winter sale of dinnerware and glassware as unusually successful this year. They are continuing the sale through this week and offering most unusual values in domestic and imported dinnerware.

Oscar Helm of Helm & Soukup, manufacturers representatives, 17 N. Wabash Ave., Chicago, returned last Saturday from a business trip to the East including a visit at the Pittsburgh glass and pottery exhibit.

Miss Ella Brennan, buyer of china and glassware for the Davis Co., completed her January trip east last week returning to her department.

Paul Rebel, of Rebel & Frank, Inc., Cleveland, O., was in Chicago a good part of January taking care of Geo. Turner's Sample room in the Shops Bldg. while Mr. Turner visited the Pittsburgh glass show.

Announcing Our New Show Rooms in the American Furniture Mart



We wish to announce the opening of our new Show rooms in the **American Furniture Mart Building,** 666 Lake Shore Drive, where we will show for the first time our Ivory Body Ware in our **New Rosemont** creation which will speak for itself, for its exquisite coloring and an unusually attractive price will quickly build business for you.

Be sure to pay us a visit

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American Furniture Mart Bldg.
666 Lake Shore Drive

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WHAT TO BUY AND WHERE TO BUY IT IN — CHICAGO A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

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Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
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ECONOMY GLASS CO.
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IRA A. JONES CO.
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Representing:
Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
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CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
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FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Carl Logan, of Dooner & Logan, manufacturers representatives, returned to Chicago last week after a business trip to New York. Mr. Logan reports securing several additional lines for his display here while in the east. Among the new lines in the Dooner Logan display are The S. C. Tarrant Co., New York City, and the Muncie Clay Products Co., Muncie, Ind.

Earl W. Steinbeck here of E. W. Steinbeck Co., 74 E. Roosevelt Road, spent last week in New York, arranging for the representation of his lines in New York City for the year.

A department store to cost between $500,000 and $1,000,000 will be erected in Camden, N. J., by Sears, Roebuck and Company, mail order house, according to an announcement made last week by Lessing Rosenwald, eastern representative of the firm. Present plans call for a modern type building to occupy a three and one-half acre site, part of the Camden Civic Center. The company now operates a department store on Roosevelt Boulevard, Philadelphia, while another is in the course of construction on Market Street, west of Sixty-third Street, Philadelphia.

An increase in the capital stock of the Auburn Glass Company from $15,000 to $30,000 was recently announced.

The continuation of good business was reflected in the December earnings report of The Fair. The monthly sales of $3,920,989, showed an increase of $40,065 over the corresponding period in 1925. Sales for the eleven months ended December 31, 1926, were $25,767,472, against $25,216,922 for the corresponding period of the previous year, an increase of $550,550.

Parking Space in Store Pays Own Costs

In the Young-Quinlan store, Minneapolis, customers may park their automobiles right within the store building, in which a part of the basement and the sub-basement is made into a ramp garage capable of accommodating about 250 cars.

The garage is entered by an inclined driveway, or ramp, where the shopper may turn over her car to an attendant, receiving a check for it, and take an elevator to the shopping floors.

There are several noteworthy and unusual features about the system. One of these is that, unlike other stores which have evolved various methods of furnishing parking space for their customers, a charge is made for the parking privilege. Another is that the usual garage services of oiling, washing, etc., are performed, also at a charge.

These charges run just about the same as those in other garages in the center of the city. The store relies on the expert service of its neatly uniformed attendants to draw and keep the patronage, rather than upon free service or reduced rates. As a matter of fact, the garage, which has been in operation for more than three months, is on a self-supporting basis, and operates on a twenty-four-hour schedule, so that its customers are not limited to store hours in the enjoyment of its facilities.

The rates of charge for parking are of interest. Fifteen cents is charged for the first hour, with 10 cents additional for each additional hour up to eighteen hours, with a maximum charge of 75 cents. The maximum charge from there up to twenty-four hours is $1.

A special evening theatre rate is charged, permitting the customer to park from 6 P. M. to 1 A. M. for only 25 cents.

A night rate entitles the car owner to park from 6 P. M. to 9 A. M. for 75 cents.

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the twelfth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

WE said in a previous article that one of the items of taxable income is the profit on the sale of any property. Just what do we mean when we use the word "profit?" In the commercial world we say that a profit is realized when property is sold for more than what it costs. The income tax definition accepts this general view, but there are a number of exceptions. Furthermore, what do we mean by cost? For instance, what is the cost to us, if any, of property that we receive as the result of a gift or by bequest? These and other considerations surround the subject. Let us see whether we can tersely review some of them in this article.

Importance of March 1, 1913, Values

The first thing we find is that it makes a very substantial difference if the property was acquired before March 1, 1913. March 1, 1913, has a special significance for income tax purposes. It marks the day that income taxes became constitutional. Before then no tax on income could legally be imposed. Any profit, therefore, that accrued prior to March 1, 1913, is non-taxable.

It is accordingly provided in the law that where property was acquired prior to March 1, 1913, the basis for determining gain or loss shall be the actual cost of the property or the March 1, 1913, value, whichever is higher. For example, if United States Steel stock was bought in 1919 for $60 a share and had a March 1, 1913, value of $90 a share and was sold in 1926 for $160 a share, the taxable profit would be $70 a share; that is, the difference between the sales price of $160 and the March 1, 1913, value of $90. The actual profit is $100 a share, but $30 of this is deemed to have accrued prior to March 1, 1913.

Now let us take the reverse situation. Let us assume that the stock was acquired in 1910 at a cost of $160, that the March 1, 1913, value was $90, and that it was sold in 1926 for $60. The loss allowed would be $100 a share because it would be figured on the basis of actual cost, that being higher than the March 1, 1913, value. It will thus be seen that where March 1, 1913, values become a factor, the law allows the larger loss and taxes the smaller profit.

Bequests

On the question suggested at the outset about property acquired by bequest, the rule is that the cost is deemed to be the value of the property at the time it is so acquired. The following case will illustrate the point. Let us suppose that on the death of A's father, A inherits property then worth $10,000. If A sells the property for $15,000, there is a taxable profit of $5,000. If it is sold for less than $10,000, the difference is a deductible loss.

Profit on Sale of Gifts

Gifts, however, as distinguished from bequests, have a somewhat different status, depending upon when the gift was made. Up through the Revenue Act of 1918, the law was that where property was acquired by gift, the cost to the recipient of the gift was deemed to be the value of the property at the time of the gift. However, this was found to provide a very convenient means of tax avoidance. A husband owning property on which there was a substantial increment in value over his cost, would make a gift of it to his wife just before a sale was contemplated. She would make the actual sale and there would be no tax all the way around. This loophole was plugged up in the Revenue Act of 1921, and all the succeeding laws, by the provision that in the case of gifts made after December 31, 1920, the basis for determining gain or loss to the recipient shall be the same as it would have been to the person making the gift. In other words, now if a husband buys stock at a cost of $10,000 and he gives it to his wife when it has a value of $20,000, and she immediately goes out and sells the stock for $20,000, she is subject to a tax on a profit of $10,000, as her cost of the stock is deemed to be the cost to her husband, namely, $10,000.

Additions and Depreciation

Further variations as to what is meant by cost can be best seen in the case of real estate. A parcel of real estate we will say is acquired at a cash cost of $10,000. Over a period of time, improvements and betterments will be made to the property. These additional expenditures can be added to the original cost in determining gain or loss when the real estate is sold. On the other hand, the law allows a deduction each year for depreciation (assuming that the real estate is held for profit). This allowance is regarded as returning to the taxpayer so much of his original cost. Hence, when the property is sold, the cost must be reduced by the amount previously allowable for depreciation throughout the entire period that the prop-

(Continued on page 31)

Pittsburgh Show Greater Than Ever

EXCELLING even the splendid shows of years past the 1927 Pittsburgh Exhibit beggars description. More visiting buyers than ever have been in attendance and the registration list shows an increase over last year's figures.

Both the Fort Pitt and the William Penn Hotels offered a display of colored glassware which fairly dazzled the eye. So attractive and numerous were the displays that many buyers waited a few days before placing orders. Although ivory dinnerware is still in great demand the trend was not as great as it was a year ago. White ware is still in active demand.

Everything considered this year's Exhibit has been very satisfactory. Too much cannot be said in favor of the Exhibit and the opportunity it gives buyers of seeing the new creations for the coming year.

While considerable activity prevailed in the glass and dinnerware market during the current week, there was a noticeable tendency on the part of a number of distributors to make inquiry for specials and close-outs. The situation was slightly more pronounced in the dinnerware branch of the current exposition than in the glass section.

On account of the firmness of the dinnerware market, the buyers have been advised that no merchandise is available at this time either in specials or in close-outs. However, considerable dinnerware is being placed, both for immediate and future delivery, and this business is being placed on both white and ivory body dinnerware.

More buyers were in the market this week than the registration for the first week disclosed. During the first week of the market only a nominal number of buyers visited the East Liverpool district, but this is explained by the fact that so many of the dinnerware lines from that district were being displayed in Pittsburgh.

Some of the dinnerware lines displayed have been reported to be in good demand, while other pottery salesmen do say that new business is "just a bit slow." The reason for this situation is found in the fact that specials and close-outs are not to be had at a price as in past seasons.

Salesmen in charge of glass exhibits are doing a good business and this record is holding good with practically every glass line now on display here at both the Ft. Pitt and William Penn hotels. There are so many new lines

(Continued on page 31)



Famous Fort Pitt Hotel where part of exhibit is being held.

The Home Beautiful Through the Medium of Graham and Zenger

PERFECT home appointments, especially as evidenced in the charm of a tastefully set table, are the secrets searched for by every housewife. Imagine if you can, a more pleasing effect and environment than that which is created in the dining room by a table such as the accompanying illustration. The keynote, to a great degree, that goes to make up this excellent effect, is found in the fine quality of Ferronese glassware and fine china used for the table decoration. Housed in the showrooms of the importing firm of Graham & Zenger, 104 Fifth Ave., may be found an assemblage of exquisite items to beautify the home that would be hard to improve upon. Here room after room is devoted to the showing of their large and varied offerings, all of which are so beautiful in their conception, that one is at a loss where to begin. Prominent, however, in all this splendid array of their wares, is the room devoted to Venetian glass. This glass itself needs no introduction, but the firm's new offerings merit more than a passing word. There is to be seen a beautiful new shade of Mediterranean blue made in complete table services with candlesticks, centers, etc., that is excellent, while another new color offered in the same selection of items is their Sunset Ruby. In conjunction with these two new colors it is interesting to note that their line of items in the Rose Gold sprinkled color, which has already found great favor, is being widely broadened as well as their Ruby line and these are now to be had in a larger and better assortment of items than ever before. Other colors in addition to all the above that the line is shown in are yellow, green and amber. A most interesting and varied collection of mirrors in the Venetian style is exhibited in a separate section of these galleries devoted exclusively to their display. Particularly unusual are the Rococo effects, the frames of which are also of glass and most unique in shape and design. There are numbered in this collection some twenty different types and an outstanding feature of them is the beauty of their multi-colored effects which combined with fancy engraved designs executed around the side panels of the mirrors gives them an air of richness and distinction. Still further to be seen is a most elaborate showing of perfume bottles. These have been designed with a view of harmonizing with the voguish colorings of present day interiors of the better homes and they are offered in a bewildering variety of shapes, sizes and splendid colors. It is also possible in these spacious showrooms to select complete ensembles in Italian pottery. Here again a special section is devoted to the exhibit of this beautiful line and such charming items as vanity boxes, vases, bowls, pitchers, etc., all in a profusion of beautiful colors and excellent shapes are to be seen. It is also worthy of special mention to note that the firm's lines of decorated plates, which have been so favorably received in past, will be continued and greatly enlarged by the addition of many new numbers on their new Belleek body. This new body is without doubt one that is destined to command immediate popularity.



A tastefully set Graham and Zenger table

Western China Plans Big Things

The Western China Works, Inc., of Aurora, Ill., manufacturers of Lamps, Lamp Bases, Vases and porcelain lighting fixture equipment, are planning big things for 1927 and are coming out with a very fine line, something that will be entirely new and attractive in the lamp market. This company has been manufacturing this type of ware for several years past and is well known throughout the trade. Announcements of the new line will be made later. The Western China Works, Inc., has increased its capital to enable them to increase their production.

Atlas-Globe Introduce New Shape

The Atlas-Globe China Co., Niles, O., a consolidation of the Atlas China Co., Niles, O., and the Globe China Co., Cambridge, O., is offering a new shape for 1927 which is called the "Bona-Dea" as illustrated in the concern's advertisement in this number. The new shape will be produced in an ivory body and will be made at the Cambridge plant. The shape presents something quite different in a light embossment which is both exceedingly practical and attractive and is destined to find immediate popularity in the wide range of alluring decorative treatments in which it will be shown.

Make Your Plans
NOW
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Chicago's Market Event
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Lines of Glass,
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THE "AMYR"
from
MYOTT, SON & CO.

This very latest pattern from Myott's on their very latest Polygonal shape—the "Trafalgar," ivory body—is the very last word in dinnerware decorations. A Russian floral motif of the new conventional dispensation is done in terra cotta red, yellow, green, blue and purple, the whole design being outlined in black. The edge and shoulder lines and panel divisions are in tangerine. Uniquely striking.

JUSTIN THARAUD, Inc.
SOLE AGENTS
24 West 23d St. NEW YORK
Telephone Gramercy 5150

OBITUARY

Lee Kohns Famous Philanthropist Dead

January 18, 1927.

Statement by Nathan Straus, Jr., on the death of Lee Kohns.

Lee Kohns, whose sudden and unexpected death was a shock to his many friends, is remembered in the china and crockery world as the active head of L. Straus & Sons for forty years. However, his activities were not confined to this business, alone. He was prominent in banking circles, as a member of the Executive Board and a Director of the Irving Bank.

As a graduate of the City College, he took great interest in its affairs, and especially of its alumni organization.

Recently, since his retirement from active business, he had interested himself in the relations between France and the United States. There is an element of tragedy in the thought that the first lecture in the course which he endowed at the Sorbonne University in Paris took place on the morning that he died.

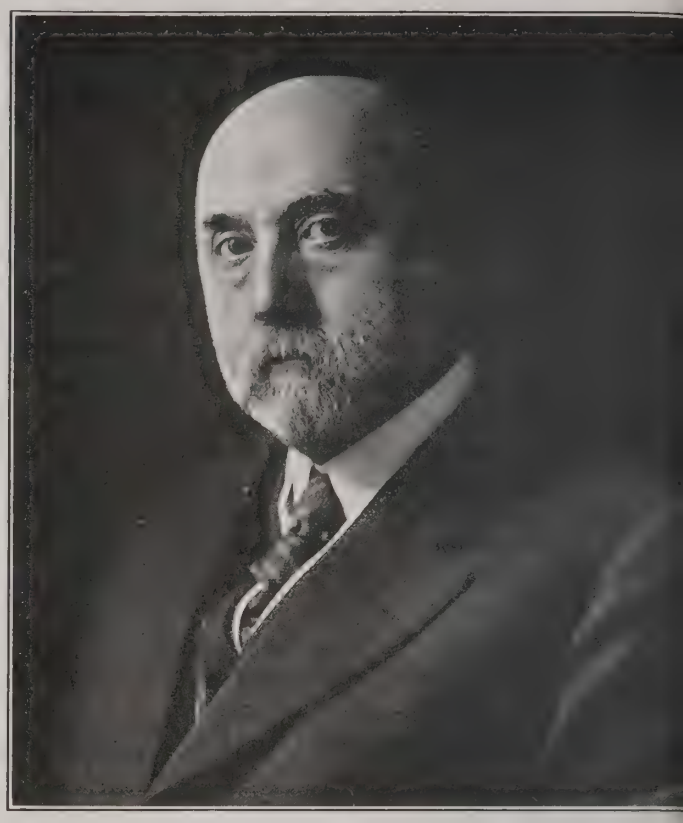
Lee Kohns is mourned by the many members of Nathan Straus & Sons who were associated with him in the old firm, and by his fellow-members of the Crockery Board of Trade, of which organization he was at one time president.

President Crockery Board of Trade for two years, 1904-1905.

LEE KOHNS world renowned philanthropist, former president of the New York Board of Trade and Transportation and president of the Crockery Board of Trade in 1904 and 1905, died Tuesday morning, at his home, 38 West Fifty-second St., New York.

Mr. Kohn was well known to the trade and was keenly interested in same, despite his many and varied activities until his retirement from business several years ago to devote his time to educational and charitable works. He was a grandson of the late Lazarus Straus, the father of Nathan Straus and the late Oscar S. Straus and Isidore Straus, is survived by his widow, Mrs. Clare E. Kohns, his daughter Irene Dorothy, and two sons, Robert Lee Kohns and Paul L. Kohns.

Mr. Kohns was born in Columbus, Ga., September 1, 1864. His father, Lazarus Kohns, was an active member of the firm of L. Straus & Sons almost from its inception. Lee Kohns was educated at the Douat Institute, Grammar School 35, New York, and in 1884 was graduated from the College of the City of New York. Soon after his graduation he was made the Permanent President of his class and ever since has presided at the annual dinner and reunion of that body.



The late Lee Kohns

As an alumnus of the College of the City of New York Mr. Kohns displayed the greatest interest in its welfare. From 1906 until his death he was an active member of the Board of Trustees; since 1913 he was Chairman of the Alumni Library Committee, and from 1919 to 1921 he was President of the Associate Alumni.

Soon after his graduation he entered his grandfather's business and later became himself a member of the firm of L. Straus & Sons, of which his father had been a member. When he retired from business several years ago he was a managing partner in this firm and Vice President of the firm of Abraham & Straus, in Brooklyn. The firm of L. Straus & Sons was affiliated with the New York Board of Trade and Transportation from the latter's organization in 1873. First through the membership of his firm and later through the individual membership, which he retained, Mr. Kohns rendered conspicuous service to the board, and through it to the city.

After serving in various offices, including those of Chairman of the Executive Committee and Vice President, Mr. Kohns, in October, 1917, was elected President of the New York Board of Trade and Transportation. He held that office for seven years, a record which has never been equalled. W. J. L. Banham, President of the New York Board of Trade and Transportation, in paying tribute to Mr. Kohns's services, said recently that a very large part of the board's history for thirty years was Mr. Kohn's own personal contribution.

Mr. Kohns, as mentioned, was also a former President

(Continued on page 31)

Established 1869

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For China and for Glass

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STANDARD BURNISH GOLDS

in Paste Form for over Fifty Years

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An education for anyone connected with the trade.

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It's A Leader

In the present vogue for home lamp shade making this base has taken and holds a firm place.



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ABOUT 9¼ IN. HIGH

CRYSTAL AMBER

BLUE GREEN

Lamp manufacturers and dealers assemble with this unit.

Department stores, antique dealers, novelty and gift shops find a ready retail market.

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The NATIONAL CHINA Co. SALINEVILLE, O.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
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"SHADED LIGHTS"

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BEST GLASS FOR LIGHT

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Crystal, Colors and Cased Glass for Illuminating Uses. Novelties and Specialties

KG TRADE MARK

Kopps Railroad and Marine Signal Glass Special Glass for Special Purposes

KOPP GLASS, Inc.

Swissvale, Pa.

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

Good Business Should Continue

In my opinion, business will continue during the next ix months substantially on the level of 1926, declares ames Simpson, president of Marshall Field & Co., in the 926 Business Review of the *Journal of Commerce.*

Business and Government have been conservatively, al-ough progressively, administered during the past year, nd fundamental conditions are left in good balance, au-uring well for the period immediately ahead.

Merchandising activity generally has been successful. he retail sales of Marshall Field & Co. have been the rgest in our history. Numerous other large stores roughout the country, and also the large chain stores and ail order houses, report gratifying gains. Our whole-ale division, depending on sales to many thousands of etail stores throughout the country, records a satisfactory olume of business.

Cotton, a weighty factor in our welfare, became a dis-rbing influence during the autumn months on account f the bumper crop, but the decline has run its course nd prices will undoubtedly continue at about the present evel during the next few months. Cotton goods business rom now on should be one of increasing activity, on a asis more satisfactory and profitable to both manufacturer nd distributer. Our own cotton mills have fared rather etter than many others during the recent stress, because f our unique advantage in having distributive facilities n excess of producing capacity, enabling us to operate at minimum of overhead and with a maximum of economy.

I agree that the importance of the cotton crop in the elfare of the South is usually overestimated, and that a eal benefit from the recent cotton price decline will accrue h the impetus given to greater diversification of crops in he cotton-growing States.

Retail stocks are low and generally in good condition. n all probability there will continue to be an adequate upply of money at low rates for all who are entitled to redit.

Europe is making gradual progress in stabilization and he European influence will be more and more favorable.

The great industrial progress of the year is, of course, enerally understood and appreciated. I see no signs of ny lessening of this progress, with the possible exceptions f the automobile and building industries. Any slowing p in these fields, however, will probably be offset by in-reased activities in other directions—for instance, in road uilding, civic improvements and other public works.

Parson Foresees Brisk Business

As our business for the month of November shows e best increase for any month this year, with the ex-ption of May, it is a very good criterion that there is falling off in business at the present time, says H. T. arson, president, F. W. Woolworth Co. Every one of our stricts, covering every State in the Union, and also the ominion of Canada, shows an increase for the month of ovember. The same holds good for the eleven months; every district shows an increase for eleven months.

The outlook for 1927 is very encouraging. In 1926 we did not show our usual average increase until the month of May, and the first four months were not satisfactory as to increase in business. With the present markets of supply being so favorable, and plenty of good quality merchandise to be had, with the plans we have made for business for next year we feel that the first four months will show a material increase over 1926. With money plentiful and labor employed at the best wages they have ever enjoyed, and business picking up in the agricultural districts, everything seems to point to good retail business for next year.

Rapid Turnover

The hand-to-mouth buying has made for better business as it has reduced inventories and resulted in more rapid turnover for the retail merchant. The railroads have been giving excellent service in deliveries so that the goods were on the counters when wanted; and with small orders being placed continually under the hand-to-mouth system, it avoids shop-worn goods and places the merchandise in the hands of the ultimate consumer in better shape than heretofore.

The installment buying in this country I think is well in hand as it is only being used to a large extent in lines of trade that are well organized to take care of it. Of course the cash buyer always has the advantage, as in installment buying there must be figured a certain percentage in overhead for loss and the extra expense of borrowed money at the bank to carry the customers; as well as the extra expense of bookkeeping, whereas a cash transaction is finished and all of the expense items which are part and parcel of installment buying are eliminated. The cash customer always gets the benefit of that saving in what he has to pay for his merchandise.

The European situation seems to be improving month by month and American business should profit by the improved demand from Europe for merchandise in 1927.

Slight Recession May Be Expected

The year 1927 will inherit a very excellent credit situation from its immediate forebear, predicts J. H. Tregoe, executive manager, National Association of Credit Men. The year 1926 was distinguished by very cautious buying in the commodities field, so stocks of merchandise throughout the country at the dawning of the new year will be more or less normal. Receivables are in good control, collections very fair, though there are some barren spots throughout the country, and liquidating obligations for necessities were slowed up a little by the current income required to liquidate instalment obligations.

The whole situation can be appraised as very sound, and, therefore, 1927 has an inheritance that should be capitalized for its business record.

New York Imports

January 13

S. S. Albert Ballin from Hamburg, Germany

Equitable Trust Co., 5 cases crockery
Amer. Shpg. Co., 70 cases earthenware
Sullivan, W. C., Co., 44 packages crockery
Commonwealth Bank 6 cases crockery
Amer. Shpg. Co., 1 case china
Schoemann & Meyer, 13 cases porcelain
Bouton, J. & Co., 1 case crockery, 4 cases toys
Goldman, H. A., 27 cases crockery
Batlin, L., 6 cases hollow glass
Schmidt, A., 1 case earthenware
Straub, P. A., Co., 19 cases earthenware and china, 86 cases glassware
Kuyper, P. C., & Co., 5 cases glassware, 1 case toys
Capitol Natl. Bank, 3 cases crockery, 9 cases glassware
Janson Co., 26 cases crockery
Inwald, J., Glass Co., 1 case glassware
Koscherak Bros., 43 cases crockery
Klein, G., & Son, 4 cases crockery.
Block, J. L., & Son, 122 cases crockery
Irving Miller & Co., 31 cases earthenware and hollow glass
Bernard, J. E., & Co., 34 cases earthenware
Guthman Solomon & Co., 4 cases glassware
Richard, C. B., & Co., 5 cases crockery
Ovington Bros. Co., 10 cases earthenware and hollowglass
Metropolitan Pottery Co., 51 casks crockery
Fourman Bros. Co., 1 case crockery, 1 case hollow glass
Henshaw, G. A., & Sons, 3 cases earthenware, 5 cases hollow glass
Lanschley, H., 2 cases earthenware
Halpern, L., & Co., 10 cases earthenware
Butler Bros., 10 crates crockery
Downing, R. F., & Co., 7 cases glassware, crockery, etc.
Bloch, L. D., & Co., 1 case crockery, 15 cases earthenware
Wolf, L., & Co., 30 cases toys
Straus, N., & Sons, 21 cases crockery and glassware
Noe, W. R., & Sons 197 cases shades
Reimer, F. C., Co., 7 cases crockery
Borgfeldt, G., & Co., 85 cases toys and crockery
Rice, I. W., & Co., 8 cases toys and crockery
Freidllaender, O. O., Co., 66 cases crockery and glassware
Ruhe, F. H., 1 case hollow glass, 3 cases glassware
Fenton, A. W., Co., 20 cases hollow glass
Wrought Iron & Glass Co., 4 cases crockery
Stern, S., 29 cases glassware, crockery, etc.
Sheldon G. W., & Co., 11 cases glassware
Lidz Bros., 8 cases glassware
Hesse, D. S., & Bro., 4 cases glassware and crockery
Pomerance, S. H., Co., 63 cases glassware, crockery, etc.
Shenkers Inc., 29 cases hollow glass
Sheldon, G. W., & Co., 59 packages majolica etc.

S. S. Victoria Maru from Genoa, Italy

Fenton, A. W., 6 packages crockery
Natl. City Bank, 25 cases earthenware
Order, 1 cask earthenware

From Leghorn, Italy

Amer. Exp. Co., 3 cases earthenware

S. S. Tsuyama from Kobe, Japan

McDonald, A. T., 1 package porcelain
Japanese Fan Co., 37 cases earthenware, etc.
Ross, G. & Co., 11 cases earthenware
Judson Freight Fwdg. Co., 2 cases porcelain

From Nagoya via Yokkaichi, Japan

Morimura Bros. Inc., 502 cases porcelain
Mohawk Novelty Co., 5 cases porcelain
Butler Bros., 38 cases porcelain
Tuska, A. L., 80 cases porcelain
Mogi Momonoi & Co., 173 cases porcelain
N. Y. Mdse. Co., 16 cases porcelain and earthenware
Haruta & Co., 3 cases curios and 71 cases porcelain
Block, L. D., & Co., 70 cases porcelain
Taiyo Trading Co., 116 cases porcelain, etc.
Imoto Bros. Co., 60 cases porcelain, etc.
Gary, T. H., 7 cases earthenware, 4 cases crockery
Kresge, S. S., Co., 31 cases earthenware

S. S. Aurania from Liverpool, England

Morris Sendar & Co., 3 crates earthenware
Sellers, C. W., 20 casks earthenware
Rowland & Marsellus Co., 7 packages earthenware
Thurnauer, G. M., Co., 15 cases hollow ware
Lewis & Conger, 4 packages hollow ware and earthenware
Meakin & Ridgway, 34 packages earthenware and china
Davis Collomore & Co., 7 casks china
Kraemer, F. L., & Co., 1 box earthenware
Davidson, J., Inc., 14 packages china and earthenware
Erwin, J. D., & Co., 1 case earthenware
Globe Shpg. Co., 1 crate earthenware
Pitcairn, W. S., Corp., 25 packages earthenware and china
Gimbel Bros., 1 crate earthenware
Plummer, W. H., & Co., 2 cases earthenware
Borgfeldt, G., & Co., 8 packages earthenware, hollow ware, etc
Amer. Hawaiian S. S. Co. 17 crates earthenware
Justin Tharaud Inc., 5 packages earthenware
Maddock & Miller, 38 packages earthenware
Dickinson, E. B., Inc., 18 packages earthenware
Amer. Hawaiian S. S. Co., 91 packages earthenware

January 14

S. S. Aquitania from Southampton, England

Haviland China Co., 78 casks porcelain
Kupper, H. C., Inc., 24 casks porcelain
Straus, N. & Sons, 28 casks porcelain
Streiff, C., 18 casks porcelain
Vogt & Dose, 6 casks, porcelain
Haviland & Abbot Co., 11 casks porcelain
Parrott, S. L., 7 casks porcelain
Bassett, Geo. F., Co., 1 cask porcelain

S. S. Paris from Havre, France

Sloane, W. J., 2 cases porcelain
Haviland, Theo. & Co., 36 casks porcelain, 88 casks porcelain
Kupper, H. C., 1 cask chinaware
McGreery, J. & Co., 2 cases glassware, 4 cases majolica
Richard, C. B., & Co., 1 case chinaware
Vantines & Co., 2 cases earthenware
Andrews Co., 18 cases majolica
Khouri & Bro., 4 cases china and bronze

January 15

S. S. Nevada from Copenhagen, Denmark

Overton & Co., 2 cases chinaware
Hennings, W., 3 cases ceramics
Lund, K., 1 case porcelain

S. S. Scotsburg from Hamburg, Germany

Bank of the U. S., 101 cases crockery
Borgfeldt, Geo., & Co., 46 cases toys and crockery

S. S. Colombo from Genoa, Italy

Altman, B., & Co., 2 cases majolica ware
Gambutti, D., 16 barrels majolica ware
Wanamaker, J., 1 case glassware
Syndicate Trading Co., 2 cases earthenware

From Naples, Italy

Globe Shpg. Co., 1 case earthenware

From Genoa, Italy

Fenton, A. W., Inc., 10 cases majolica ware
Perazzo, P., 7 barrels majolica works
Amer. Shpg. Co., 1 barrel crockery

January 17

S. S. President Van Buren from Shanghai, China

Japanese Fan Co., 60 cases chinaware
Dollar S. S. Co., 40 cases chinaware

January 18

S. S. Stockholm from Gothenberg, Sweden

Venon, J. H., Inc., 80 cases glassware
Koscherak Bros., 5 cases glassware

S. S. Tampa from Antwerp, Belgium

Borgfeldt, G., & Co., 6 casks earthenware

S. S. Ida from Naples, Italy

Amer. Exp. Co., 33 cases earthenware

From Trieste, Italy

Reimer, F. C., Co., 4 cases glassware
Bernard, J. E., Co., 28 cases glassware, etc.
Amer. Exp. Co., 52 cases glassware
Hudson Fwdg. & Shpg. Co., 2 cases glassware
Henjes F., 10 cases glassware, etc.
Natl. City Bank, 70 cases glassware
Hudson Fwdg. & Shpg. Co., 70 cases glassware
Order 33 cases glassware

S. S. Stutgart from Bremen, Germany

Bloch, L. D., & Co., 7 cases earthenware
Continental Ceramics Corp., 13 cases crockery
Sachtleben, F. B., 1 case crockery
Herbert & Neuwirth Co., 3 cases glassware, 1 package crockery
Henjes, F., Jr., 8 cases hollow glass
Barth L., & Co., 2 cases crockery
Hirsch, G., & Son, 53 cases glassware
Borgfeldt, G. & Co., 67 cases toys, crockery, etc.
Schenkers, Inc., 1 case china
Order, 13 cases hollow glass



Watteau style panels in blue, with black lace overlay. "Horns of Plenty" at either end with gay colored flowers. Tangerine lines for trim.

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Zanesville, O.

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John L. Pasmantier & Sons
Ohio & Michigan Representative

CHICAGO OFFICE
348 Morrison Hotel
Gordon A. Weese
Representative
J. E. Boring, Crooksville, O.

The Crooksville China Co.
CROOKSVILLE, OHIO

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Highland .....plain
Pilgrim .....octagon

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Factories

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MANUFACTURERS OF HIGH GRADE DINNER WARE
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SEMI-SQUARE——PLAIN EDGE

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President

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MANUFACTURERS' agent with extensive following among the installment, department store and premium trade in the East desires new connection with well known pottery. Box 603, care CROCKERY AND GLASS JOURNAL.

EXPERIENCED MANAGER-BUYER WANTED

WANTED—experienced manager and buyer for China and Glassware department. Halbach-Schroeder Co., Quincy, Illinois.

Buyers in New York

JANUARY 13, 1927.

C. H. Hurlburt, china, glassware and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

A. Dalgleish, gift shop, Symons D. G. Co., Butte, Mont., 1150 Broadway.

J. Kidd, china, lamps and glassware, England Bros., Pittsfield, Mass., 105 Grand St.

JANUARY 15, 1927.

R. E. Leigh, gift goods, R. E. Leigh, Columbus, Miss., Imperial.

JANUARY 17, 1927.

B. C. Jones, toys and gifts, Bywaters D. G. Co., Dallas, Texas, 80 worth St. (R. A. Keller).

R. Robinson, china and glassware, A. T. Lewis & Sons D. G. Co., Denver, Colo., 1150 Broadway (F. Lilienthal Co.).

J. H. Kennedt, lamps, Buffum's, Long Beach, Calif., Pennsylvania.

E. Kleinstiever, housefurnishings and toys, Harman Straus & Sons Inc., Louisville, Ky., 11 East 26th St. (McGreevy, Werring & Howell).

H. L. Gearhart, housefurnishings, Wyman, Partridge & Co., Minneapolis, Minn., 43 Leonard St.

E. F. Ochs, housefurnishings and china, Miller, Rhoads & Swaert Inc., Norfolk, Va., 432 Fourth Ave. (D. G. Union).

J. L. Flynn, housefurnishings, Kaufmann's Dept. Store, Pittsburgh, Pa., 1261 Broadway (M. A. McNulta).

JANUARY 18, 1927.

Miss S. Shaner, toys, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Asso. Mdse. Corp.).

J. C. Schwab, lamps, Elder & Johnston Co., Dayton, O., 240 Madison Ave. (Syndicate Trading Co.).

G. E. Salisbury, housefurnishings, glassware and china, W. M. Whitney Co., Albany, N. Y., 27 West 33rd St. (Fellows Buying Corp.).

G. A. Lawler, housefurnishings, Akron D. G. Co., Akron, O., 115 West 30th St. (B. F. Levis).

L. L. Shivley, lamps and shades, Paul Steketee & Sons, Grand Rapids, Mich., 105 Madison Ave. (Mdse. Reporting Co.)

W. J. Barnes, housefurnishings, Burden, Smith & Co., Macon, Ga., 11 East 26th St. (McGreevey, Werring & Howell).

H. C. Hebb, housefurnishings, Kaufman & Co., Richmond, Va., Broztell.

W. McKelvey, toys, Pittsburgh D. G. Co., Pittsburgh Pa., 43 Leonard St. (E. P. Knowles).

J. I. Flynn, housefurnishings, Kaufmann Dept. Store, Pittsburgh, Pa., 1261 Broadway.

L. M. Wright, gift goods, W. H. Wright & Sons Co., Ogden, Utah, 128 West 31st St. (Weill & Hartmann).

W. B. McCarthy, housefurnishings and china, Allen W. Hinkel Co., Wichita, Kans., 128 West 31st St., (Weill & Hartmann).

JANUARY 19, 1927.

M. C. Hirschfeld, dolls and lamps, Detroit Advertising Service, Detroit, Mich., Commodore.

Miss Quackenbush, gifts, L. S. Ayres & Co., Indianapolis, Ind., 1440 Broadway (Asso. Mdsg. Corp.).

E. L. Rafferty, lamps, Denholm & McKay, Worcester, Mass., 240 Madison Ave. (Syndicate Trading Co.)

January 19

S. S. Hog Island from Leghorn, Italy

Cleveland Trust Co., 5 cases earthenware
American Shpg. Co., 1 case earthenware
Bristol Antique Impt. Co., 12 cases earthenware

From Naples, Italy

Kupper H. C., Inc., 20 cases earthenware
Borgfeldt, Geo. & Co., 4 cases ceramics

S. S. Andania from Southampton, England

Hudson Fwdg. Co., 6 cases glassware

Think of the Tea Cups Used!

The Jewel Tea Co., Inc., reports that its sales for th fifty-two weeks of 1926 were $14,514,237.80, as com pared with $13,856,764.42 for the same weeks in 1925, a increase of 4.7 per cent. For the same weeks the aver age number of sales routes was 1043 in 1925, and 107 in 1926, an increase of 3.1 per cent in selling units.

The total sales for the fiscal year 1925, which include fifty-three weeks, amounted to $14,121,196.80. The fisca year 1926 included only fifty-two weeks.

PETER POTTER



PETER POTTER SAYS: Ef Alladin could hev visited the 1927 Exhibit at Pittsburgh he would hev seen the most dazzlin' displays he ever beheld 'n he wouldn't needed a lamp to see et with either.

Pottery

(Continued from page 15)

year. This city is the undisputed capital of these great allied fields of industry and the regular yearly show is the outward and visible sign to the world of that leadership. There is need, however, that the fact be forced home upon the people of Pittsburgh and its outlying territory for there is not the realization that there should be among the people here that this city and the district it heads stand pre-eminent in these fields which foster creative ability in art and utility alike and which have done so much to make modern standards of living possible.

Each year has marked distinct progress in the industry and none more than 1926. As a whole the exhibit is the best in the long series and the great pity is that it is not open to the public so that Pittsburghers generally might become familiar with an important factor in their city's development. Surely what is worth while for experts to travel thousands of miles to see is unquestionably worthy the time and attention of the people who indirectly profit by the prosperity of the industries represented.

It is as a trade exposition that the feature was founded and it has remained true to its guiding principles. This has been found to be best for manufacturers and dealers, the idea being that the goods may be seen later on the shelves of merchants everywhere.

Income Tax

(Continued from page 20)

erty was held. Many taxpayers have found themselves facing additional assessments because they failed to consider depreciation in arriving at cost and therefore at profit.

Let us illustrate just what is involved. A purchases a piece of real estate in 1916 for $100,000. We will assume that of this cost, $75,000 is attributable to the building and $25,000 to the land. We will also assume that the building has an estimated useful life at the time of fifty years. This would mean a 2 per cent depreciation allowance each year. Now, we will also suppose that the property is sold in 1926 for $90,000. On the face of the situation, it would appear that a loss of $10,000 was sustained since the property originally cost $100,000. The fact is, however, that there is a profit of $5,000, since the cost must be adjusted by ten years depreciation. We said that the depreciation was 2 per cent a year on $75,000. That amounts to $1,500 a year of $15,000 for ten years. The adjusted cost is, therefore, $85,000. Since the property was sold for $90,000, there is a profit of $5,000.

Profit on the sale of property is only one of the elements entering into the determination of taxable income. In the succeeding articles we will discuss some of the others.

Pittsburgh Exhibit

(Continued from page 21)

of colored glassware being marketed this season and because of this fact some excellent merchandising propositions are available.

Some of the glass salesmen have underwritten a lot of volume business, and this is on the lower priced lines, especially in water-sets, bowls and plates. Decorated glass ware of the higher quality is also in steady movement.

Manufacturers' agents who are showing here are reported to be experiencing rather slow business. In fact, it does appear than the buyers are doing the bulk of their business with the manufacturers.

Both retail and jobbing interests who were in the market this week expressed the opinion that the outlook for an active spring trade was more encouraging now than it was during the corresponding period last year.

The Pittsburgh market period will close next week, and many salesmen are of the opinion that the volume of business that will be underwritten during the three weeks of the market will equal that of January, 1926.

W. G. & P. A. Holds Annual Banquet

Members of the Western Glass and Pottery Association forgot business cares, new designs, colors and shapes and the like for the evening of Tuesday, January 18th and made merry at the annual banquet of that body held in the auditorium of Kaufmann's store, Pittsburgh.

During the course of an excellent repast the diners were entertained by a splendid musical program and a number of entertainers. Following the banquet those present enjoyed several hours of dancing.

Lee Kohns' Death Mourned

(Continued from page 24)

of the Crockery Board of Trade and a director of the American Exchange Irving Trust Company. His charitable activities found expression in service as a trustee of the Federation for the Support of Jewish Philanthropic Societies and through a great deal of private and little known philanthropy. He was also a trustee of the Hospital Saturday and Sunday Association and Vice President of the Educational Alliance.

Among the clubs of which Mr. Kohns was a member were the Manhattan, National Democratic, National Arts, Hardware Club, Manhasset Bay Club, the Lotos and the Bankers' Club. Some of the others were the Century Country Club and the Lakenlle Golf and Country Club.

When news of Mr. Kohns's death spread through the city, scores of messages of sympathy were sent to his family. Dr. Frederick D. Robinson, Acting President of the College of the City of New York in the absence of Dr. Sidney E. Mezes, who is in Italy, paid a tribute to Mr. Kohns as a devoted alumnus. The City College Club of New York postponed until January 26th a dinner in honor of Dr. Robinson which was to have been held at the Hotel Imperial, and expressed deep regret at the death of Mr. Kohns. The Associate Alumni also expressed their profound sorrow at his death.

Funeral services will be held from the home to-morrow. Mr. Kohns was in his sixty-third year at the time of his death.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, Rockingham and Ivory Teapots, "Hook-Lid" Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb
Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *35 W. 23rd St.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

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Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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BONITA ART GLASS CO., *Huntington, W. Va.*
Largest factory in the United States specializing in exclusive decorated glassware and gold encrusted imported dinnerware. Encrustations on Imported China and Fine Decorated Glassware.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
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WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

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Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
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Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
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Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

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120 Fifth Avenue
Entire 5th Floor
N. W. corner of 17th Street
Telephone Watkins 8467

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Huntington Tumbler Co.
The Silver City Glass Co.
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Dinnerware
The C. C. Thompson Pottery Co.

Underglaze Hotelware
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Pottery
Oxford Pottery Co.

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FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *Fifth Avenue Building.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*
Representing Fenton Art Glass Co., *Glassware, cut, colored and plain.* Sterling Glass Co., *Fine Heavy Cut Glass.* Westmoreland Glass Co., *High Grade Table Glassware and Specialties.* Indiana Glass Co., *Pressed Table Glassware and Lamps.* West End Pottery Co., *Dinnerware and Specialties.* Co-Operative Flint Glass Co., *Table and Soda Fountain Glassware, Aquaria, etc.* Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., Belgrade Glass Co., D. C. Jenkins Glass Co., Mound City Glass Co. Pressed and Blown Glassware. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*
McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

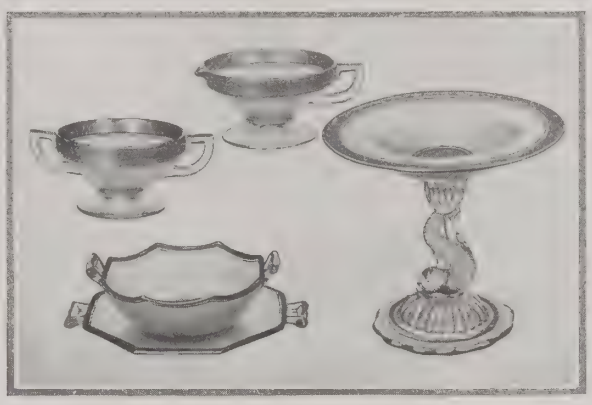
VAIL AND YOUNG, *200 Fifth Ave.*
Representing
The Coshocton Glass Corp.
The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitrified China Co.
W. I. Tycer Pottery Company.

HENRY WITTE, 43 West 23rd St.
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

Wheeling Decorating Co.

Wheeling, W. Va.

Gold Encrusted and Hand Painted China and Glassware



Our line for 1927 will be replete with surprises. Don't miss it!

Display as usual at the Fort Pitt Hotel in January—R. D. Otto, in charge.

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Middle West
17 N. Wabash Ave.
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New York, N. Y.

JULIAN GOLDBERG
313½ Liberty Ave.
Durham, N. C.

E. M. BARTLETT
7th & Los Angeles St.
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R. D. OTTO
Road Representative







Gammon's

round out Unique Service with

Economy Tumblers

Only one of the comment-calling features of the well known "Gammon's" eating houses in Pittsburgh is the crackled Economy Tumbler that welcomes each guest. Different from the ordinary pressed or blown Tumbler and the advertising they bring is worth the entire cost. Yet the patented shape and the tough lead blown glass decrease breakage and save many a replacement.

ECONOMY GLASS CO.
Morgantown, W. Va.

ECONOMY TUMBLERS
"JUST WHAT THE NAME IMPLIES"



—clever, these Chinese!"

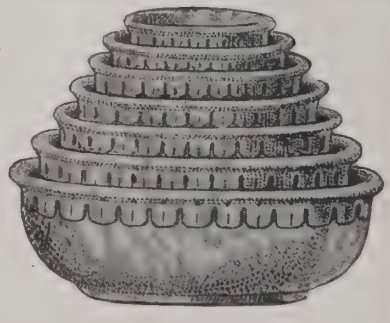
The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.

A good photograph or illustration is the next best thing to putting your ware in the prospect's hands;—it speaks for itself. Yes, to paraphrase the proverb, a good picture saves lots of gab.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING - EIGHTH & PENN - PITTSBURGH, PA

"NUROCK"
The most popular
BAKING AND SERVING WARE
made in America



Sells because its Serviceable, Sightly and Sanitary.

THE BRUSH POTTERY CO.
ZANESVILLE, OHIO
N. Y. Office—John L. Pasmantier & Sons, 5 West 20th Street
We make the "LINES THAT SELL."

The Next Time

you want

A Job
A Line
A Salesman
A Buyer

or anything else connected with the China, Glass, Housefurnishing and Lamp Trades

Advertise for it in the Classified Section of

Crockery and Glass Journal

and

Get It

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line Minimum initial charge $2, payable in advance



Overlooking Madison Square, "Where Fifth Avenue Crosses New York's Main Street"

Haviland China

Is Now Installed in Its Modernly Appointed and EASILY-REACHED NEW HOME

1107 Broadway, at Twenty-fourth Street, New York

It is a great pleasure for us to extend to our friends in the trade a cordial invitation to visit us in our new home which by reason of its very central location is accessible from all points. We are showing many new designs of GENUINE HAVILAND CHINA for the Fall season which by virtue of their beautiful decorations and attractive shapes should not be overlooked.

TRADE MARKS

Haviland France
on white china

DECORATED BY
Haviland & Co
Limoges
on decorated china

Haviland China Co., Inc.

Telephone—Watkins 2967-2968

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you want

A Job
A Line
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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to
House-furnishings
Lamps
Gift Shop
and
Art Goods
Dolls & Toys

Vol. 104, No. 4

JAN. 27, 1927

IN THIS ISSUE

Atlas-Globe a Progressive Company — An interesting story of the expansion of a well-known firm

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

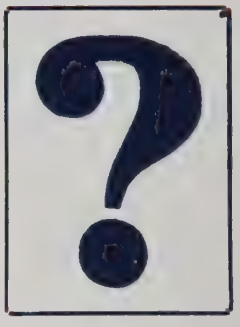
Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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To know the names of the best manufacturers and wholesalers in the lines you are interested?

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Vol. 104. No. 4. Jan. 27, 1927.



The above illustration shows but one small section of our large and spacious showrooms where we have assembled for your inspection the largest and best assortments in imported glassware, pottery, dinnerware and kindred lines. These offerings are certain to increase your sales for the coming year. A visit will assure that what we say is so. Let us help you in any way we can to make your 1927 business the best and largest you have ever had.

LOUIS WOLF & CO., INC.

215 FOURTH AVENUE, NEW YORK

Telephone Stuyvesant 3423 *Corner Eighteenth Street*



The CHENONCEAUX

ANOTHER decoration named after a famous chateau of France. Like its namesake, it is simpler than others of this group, but quite as attractive. A beautifully designed border of yellow, blue and black, broken at regular intervals with panels of flowers. In the center of each piece, is a brilliant flower rosette. The edges are finished with gold and the rims with a delicate shade of ivory that adds to its rich appearance.

Theodore Haviland & Co.

Incorporated

26 West 23rd Street

New York

Strikingly Artistic

is this

Beautiful Italian Faience

modeled into

Useful and Decorative
Pieces and Sets

ARISTIDE DE SIMONE & CO.

Naples

have excelled their previous showing
by the
new color combinations

It would be advisable to view the
1927 EXHIBIT
as soon as possible

and plan ahead your requirements
for the spring trade

Every piece makes a charming gift

Sole Representatives

HERMAN C. KUPPER, INC.

39-41 W. 23rd Street
New York, N. Y.



DECORATION NUMBER 135-G

An exceptionally attractive decoration on our
GLORIA SHAPE.

The KNOWLES, TAYLOR & KNOWLES CO.

EAST LIVERPOOL OHIO



The Yellowstone Dinner Service

Decoration Y-31

The tremendous success achieved by the Yellowstone Dinner Service, Ivory body, octagon model, is an outstanding event in the history of the pottery craft.

The Laughlin Establishment operates six plants, with a total capacity equivalent to one hundred kilns. Three of these plants, with an aggregate capacity of forty kilns, are devoted almost exclusively to production of the Yellowstone. The distribution of that shape alone for the last half of 1926 approached ten thousand dozens per day, all decorated. The daily production of Yellowstone, if placed in line, would stretch ten miles. Imagine an unbroken line of decorated dishes, all in one shape, stretching from the Battery in New York to the Harlem River and three miles beyond, and you may have some idea of the daily sales of Yellowstone.

There Must Be A Reason

Homer-Laughlin China Co.

Newell, W. Va. ***and*** **East Liverpool, O.**

Spode's Wicker Dale



The accompanying illustration shows Spode's Wicker Dale pattern, having a fine line and well drawn border painted in quaint old colors of red, blue, green, and pink. Here and there from this border the design drops into the wicker, producing a very interesting effect. This pattern is applied on the Chelsea Wicker shape, with ivory body, a shape which was the work of the early modelers in the history of English pottery. The greatness of their work is shown in the appeal of this beautiful old shape today. The use of the antique colorings gives it a quaint old world effect.

Stock carried in New York City *Send for samples and prices*

Copeland & Thompson, Inc., 206 Fifth Avenue, New York

THE great success of our 1927 exhibit at the Pittsburgh Show has convinced us that the new

Heinrich Dinnerware in Ivory Body

offers the dealer a most exceptional value.

The reception accorded our new patterns at the Exhibit, aptly tells the story.

Never before has the trade responded to our new offerings, with such enthusiasm.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH FLOOR—49-51 WEST 23RD STREET, NEW YORK CITY

NORITAKE
M
JAPAN

"NORITAKE"

FANCY CHINA
AND
DINNERWARE

For Delivery Fall 1927

OWING to the approaching limit of our factories' capacity, we urge those of the trade who have not as yet anticipated their requirements to order promptly.

MORIMURA BROS., INC.
53-57 WEST 23RD STREET
NEW YORK

Maryland—Buy Maryland!

BY INVITATION MEMBER OF

NEW YORK, U.S.A.

Decorated — for exceptional service

IT is one of our newest and best offerings in domestic dinnerware. The harmony of rich colors on Ivory, the distinctive beauty of shape and pattern, are winning boundless admiration everywhere.

Maryland is destined to be every bit as popular as its distinguished Mayflower ancestor. If you've seen it, you've probably stocked it. If you have not seen it, don't miss it.



K IVORY

K IVORY

M522 Pattern—A symphony of blue, black, and orange on a rich ivory body. The wavy cover outline, like an old medallion, is brought out by matching fine black stripe edge. The beauty of the design is enhanced by a graceful embossment—a feature of the Maryland Ivory Shape.

The Edwin M. Knowles China Company

EAST LIVERPOOL OHIO

ESTABLISHED IN 1874

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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ol. 104 January 27, 1927 No. 4

AS THE EDITOR SEES IT

Vages Real

Money wages are counted in dollars, but real wages as computed by economists are estimates of the ırchasing power of the dollars contained in the pay en-elope. In 1914 men factory workers in New York State ceived wages amounting on the average to about $12.70 r week. The weekly pay now is about $29.35, or nearly o and a third times as much. The proportional advance r factory workers in all parts of the country is of similar nount, although there are important differences between fferent localities.

The fact that the typical factory worker now receives out two and a third times as much as he did just before e war does not mean that he is that much better off in material way, for his cost of living has advanced. It has t, however, gone up as fast or as far as the wages, for is now about one and two-thirds times as high as it as in 1914, if we measure the changes by the figures com-ed by the National Industrial Conference Board. Since s costs of living have not increased so rapidly as his ages he can now buy more of the necessities and com-rts of life than he could in 1914, and this means that e real wages have advanced.

Bringing the Forests to Market

The probability that the forests of the future will be grown close to the markets is pointed out by the Department of Natural Resources of the Chamber of Commerce of the United States in a report on the development of commercial forestry.

A large part of the forest land from which a timber crop can be harvested lies in the populous East. "Within a fifty mile radius of Pittsburgh," says the report, "32 per cent of the land is forest land. Around Chattanooga, 63 per cent; Albany, 48 per cent; and about Springfield, Massachusetts, 55 per cent. Even about Cincinnati, the center of a great and prosperous agricultural region, 14 per cent of the land area is forest land.

"In short, more than 70 per cent of the land of the United States best suited for timber growth lies east of the Great Plains. Nearly three-fourths of our future forest growth could be in this same region. Thus a relatively large percentage of our forests of the future will be within short distances of our large urban consuming centers."

Happy is he who has found his work.

CAUGHT IN THE NEWS NET

ONE of the outstanding figures of the younger generation of salesmen in the French china line, Fernand Desmaison, for the past year American manager for L. Bernardaud & Co. has aligned himself with the staff of Theodore Haviland & Co. No definite territory has yet been assigned to Mr. Desmaison but wherever he goes he is sure to be welcomed. He has had a wealth of experience dating back for years, with the Bernardaud concern which includes every phase of the business and which gives him a knowledge with which few salesmen are equipped.

J. W. Mackey, manager of sales for the Smith-Phillips China Co., East Liverpool, O., after finishing a strenuous session at the Pittsburgh Show where the concern's new Oakmont shape made a very successful debut, will exhibit the line from February 6 to 20 in Room 308 of the Hotel McAlpin. Wm. Tickell of the concern's sales staff will also work with Mr. Mackey during the display here.

W. C. Lynch, vice president of the Taylor, Smith & Taylor Co., East Liverpool, O., will be on hand with his concern's dinnerware line on the eighth floor of the Hotel Imperial, New York, on January 29 for a ten days' stay during which he will present the attractive new offerings of the factory for 1927.

Frank Ackerman, formerly with Mitchell Woodbury & Co., for a number of years and for the past year in business for himself as a manufacturers representative in Boston, will locate in New York with the importing house of Koscherak Bros. His office at 99 Bedford St., Boston, will be discontinued this week and he will take up his duties with the Koscherak firm at once. He will continue to travel the New England territory for the firm from the New York office.

Another salesman added to the selling force of the importing house of George F. Bassett & Co., is H. R. Torbert brother of E. L. Torbert, vice president of the Onondaga Pottery Co., Syracuse, N. Y. with which concern he was formerly identified. Mr. Torbert will cover Southern territory for the firm.

Donald M. Miller of Maddock & Miller, Inc., is in excellent spirits these days the big reason being the arrival at his home in Montclair, N. J. of a fine bouncing boy who has been given the name of Paul.

Percy Sublett, buyer for the W. J. Petee Co., Okl homa City, is registered at the McAlpin Hotel this wee He expects to remain here about ten days during whi time he will look over the market to place orders for l requirements in china, glassware, housefurnishings a novelties. Mr. Sublett says that business in his depa ments have never been better.

Wm. Mitchell, buyer for the Castner, Knott D. G. C Nashville, Tenn., just arrived in New York from Pit burg where he had been visiting the show. He is placi orders for immediate delivery for special sale purposes.

Eugene Henn, assistant to O. C. Graham, New Yo manager for the Cambridge Glass Co., arrived back h Monday from Pittsburgh where he had been in attendar at his firm's exhibit during the show. Mr. Graham w had also been at the exhibit returned home last week.

John Hassler, china buyer for L. Klein & Co., Chica visited the market this week on his second trip for l firm. Mr. Hassler was accompanied on the trip by M Klein who will also call on the trade here.

Lea Harris, china buyer for the Rorabaugh D. G. C Wichita, Kans., is registered at the McAlpin Hotel t week. Mr. Harris says that business is excellent with l department.

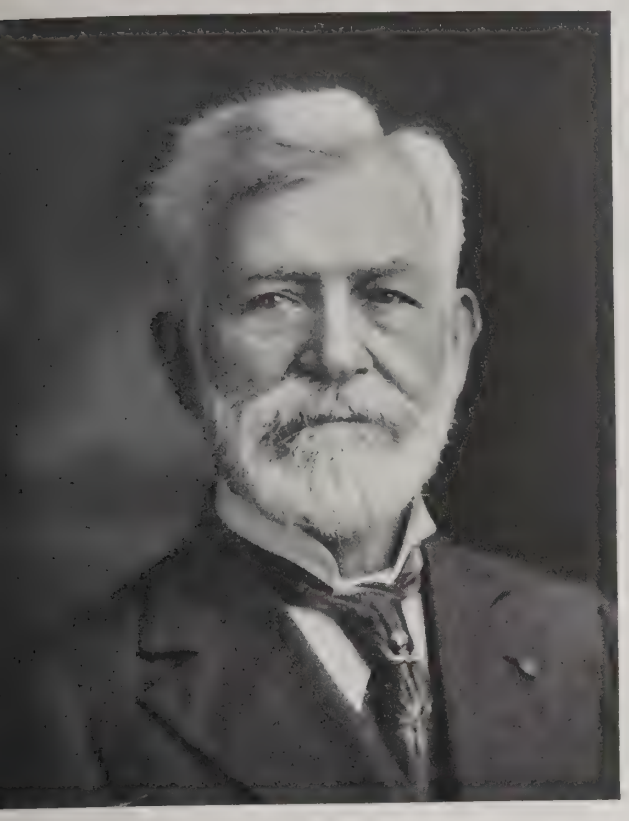
E. B. Saul, china and glassware buyer for the Ro baugh-Brown D. G. Co., Oklahoma City, is another buy in the market this week. Mr. Saul who will be here u February placing orders for his departments, is the su cessor to Joseph Williams, who formerly bought for t firm.

Willam G. Mueller Returns With New Lin

William G. Mueller, formerly of William G. Muell Inc., who is too well-known in the trade to need furth introduction, returned last Saturday aboard the *Roosev* after a four months' European trip.

During his absence abroad he secured the represen tion for the United States and Canada for Thun Porz lansafabrik, Kloesterle, Czecho Slovakia manufacturers f dinnerware and tea ware. In addition to this Mr. Muel has secured a cup and saucer factory.

He has leased the second floor at 35 W. 23rd St., f merly occupied by Morris Sendar where he will open w a full line of samples this week.



The accompanying picture is that of John Ernst Miller, the Duncan & Miller Glass Co., Washington, Pa., whose tirement from business was published in our issue of nuary 20. Mr. Miller who is in his 87th year is still le and hearty and has a sparkle in his eyes that men any, many years his junior would envy. He will now ke life easy at his beautiful home in Washington surunded by his family and friends. It is interesting to note at he was the oldest active head of glass mould work this country. He was connected with the pressed glass dustry for seventy-six years and had been with the ncan & Miller Glass Co. and its predecessors for fifty-o years.

John Davison, Inc., to Stay Downtown

Almost the sole survivors of the old downtown crockery strict, the well known importing house of John Davison, c., 14 Barclay St., refuse to follow the crowd and will ntinue to hold their own at the above address where ey have just signed a twenty-one year lease for their fice and showroom.

While the trade has been moving uptown for the past veral years this concern have serenely remained where ey were. Their success and the new lease they have st signed certainly would seem to justify their attitude.

The concern represent such well known lines as the alport China Co., Ltd., F. Winkle & Co., Ltd., W. Moorft, Ltd., Stevens & Williams, Ltd., Adderley's, Ltd. d Davison & Son, Ltd.

Their showroom just a few steps off Broadway on Baray St., is one of the most attractive in the trade and is nveniently reached by all the city's various routes of ansportation.

Tickets Ready for Salesman's Dinner

At a meeting of the Dinner Committee in charge of the annual banquet of the Pottery, Glass & Brass Salesmen's Association to be held at the Hotel Astor on Thursday evening, February 10, the ball was started rolling for getting together a record breaking crowd for the affair which promises to be one of the "best yet."

Tickets were distributed to the various members of the committee for sale and reservations are coming in rapidly for tables.

Tickets may be secured from the Crockery and Glass Journal, 45 East 17th St., or from members of the committee.

The committee is as follows: E. W. Hammond, Chairman, Arthur G. Stier, Wm. S. Pitcairn, Howard R. Handy, Charles H. Phillips, Jr., J. Meredith Miller, D. King Irwin, F. Calvin Demarest, Harry S. Clarke, Wm. C. Lynch, Kirk R. Bryce, John J. Hines, Edmondson Warrin, Wm. H. Schreiber, Alfred B. Gunthel, Oscar Kopel, Thomas Smallwood, Justin Tharaud, Charles Herman, Paul Schneelock, Julius Rosenfeld, president and L. S. Owen, secretary.

New Members Elected

At a meeting of the Board of Management of the Pottery, Glass and Brass Salesmen's Association, held at the Crockery Board of Trade rooms on Tuesday, the new year for the organization started off well by the election of seven new members. The new members are: Harold Mayer, with the Maybloom Importing Co., New York, Ronald Deener, with the John Bremer Co., Sacramento, Calif., Henry O. Ebeling, of Ebeling & Reuss, Philadelphia, Pa., Jos. P. Brown, with the Dohrmann Commercial Co., San Francisco, Calif., Chas. Cohen, with Max Abramson, Flushing, L. I., Chas. P. Kroncke and John G. Paul, both with B. Tomby & Co., New York.

Crockery Shop Improvements Completed

Alterations and improvements to the Crockery Shop, 208 Bond St., Asbury Park, N. J., have been completed and the store presents a very spic and span appearance. Miss Sara L. Miller who looks after the buying of the establishment says the store will now handle a full line of housefurnishing goods as well as hotel china and glassware.

George Elliott Meakin

It will be sad news to many in the trade in this county who knew him to learn of the death of George Elliott Meakin who passed on at his home at Hanley, England, last Friday, January 21, in his sixty-third year. Mr. Meakin who was president of Jas. G. Meakin, Ltd., had been in ill health for the past several months, however, his illness was not considered serious and a cable notifying Meakin & Ridgway, American representatives for his factory, was the first word to convey the news of his death.

(*Continued on page 30*)



WHAT THE POTTERIES ARE DOING



Homer Laughlin May Build New Plant

SURVEYS have been made and specifications are now being figured by contractors for the erection of another tunnel kiln plant for the Homer Laughlin China Co., at Newell, W. Va., but it has been officially announced by W. E. Wells, secretary-treasurer of the company that "the proposition at this time is neither denied nor affirmed."

It has been indicated by Mr. Wells that until construction proposals have been reviewed in all detail will any official announcement be made as to the intent of the company in the matter of erecting an additional unit.

As now outlined, the Homer Laughlin Co. is considering the idea of erecting a counter part unit of its latest No. 6 tunnel kiln plant, with this exception—the most modern equipment would be installed that was not on the market at the time of the erection of the No. 6 plant.

Several weeks ago the erection of this new factory was intimated by the CROCKERY AND GLASS JOURNAL, but at that time no official statement was forthcoming from those in authority.

With this No. 7 plant in operation, the Homer Laughlin China Co. would advance its position in matter of being the largest producer of dinnerware in the world.

From the most humble beginning, and through and by the guidance of Mr. Wells, the growth of the original plant is one of the most interesting of all business romances, and the end of that growth is not yet.

Should it be determined to erect an additional unit to correspond with the No. 6 plant, it will be built on a site south of latter factory.

Mission Suspends Operations

Operations have been suspended at the plant of the Mission Pottery Co., Los Angeles, Calif., according to word received in this district, with no announcement when production will again be resumed. This plant has been producing a line of semi-porcelain dinnerware and it is related planned to enter the production of hotel and restaurant china.

Steubenville Plants on Five Day Schedule

Both plants of the Steubenville (O.) Pottery Co. are working on a five-day per week schedule now, and prospects are that this volume of production will be maintained for months to come. The plant is featuring an ivory body exclusively this year, having discarded the manufacturing of whiteware last fall at its No. 1 plant at Steubenville. Its new pottery began producing ivory when first place in operation.

Flood Threatens Pottery Plants

Sudden moderation of temperature and three days o steady rain caused a flood in the Ohio river here tha for a time seemed as if more or less damage would resu to those pottery plants located along the Ohio river i this district. The river was running bank full of ic Fortunately the waters began to recede before the top o the high river bank was reached. Not so many years ag all "river" pottery plants here were flooded, and operation were suspended in all plants because of municipal pump ing station being under water.

Dinnerware Buying Not Heavy

New business placed with dinnerware manufacturers i this district during the first three weeks of the month i not believed to have been as heavy as that recorded fo the same period a year ago, but the reason for this i found in the fact that the distributing interests, especiall those identified with the retail trade, were not able t obtain any volume of specials or close-outs as has bee their custom in previous years.

Orders for dinnerware, therefore, run strong to reg ular stocks, and this situation is expected to continu throughout the year.

Operations in this territory are showing an improve ment, and additional clay shop forces were put to wor during the current week. The clay department of on plant is down entirely, and no information is obtainabl at this time when this particular shop will again go on regular schedule.

The district as a whole, however, is producing a slightl increased volume of goods, but so far as real active op erations are concerned, there is still room for improve ment, and the same situation is admitted to prevail wit some interests located outside the immediate market.

There has been an exceptionally strong demand so fa this season for ivory body dinnerware, and more of th class of goods is now being produced than in white. I fact about 20 additional kilns are now producing ivor that were in white production late last fall, and the num ber may be materially increased before the end of th spring season.

The market at this time is admittedly firm at preser prices, and unless there is a material change in the pre ent situation, existing conditions are bound to prevail du

the remainder of the year.

All new patterns are in rather strong demand, and many buyers are more or less puzzled when first visiting the market about what open stock patterns to buy. Some exceptionally attractive propositions have been placed before the trade this season, and the selection of patterns is at times no small problem for the buyers to solve.

Hall Factories on Full Time Schedules

The two factories of the Hall China Co.. are now operating on about full time schedule, and indications are that these potteries will continue on this steady production basis for months to come. There have been a number of new items added to this line during the last few weeks, and also many decorations have been added to the previous large assortment. The hotel line of goods of this factory is in as heavy requirement as is the retail assortment.

Edwin M. Knowles Improved

A decided improvement is reported in the condition of Edwin M. Knowles, of the Edwin M. Knowles China Co., who has been confined to his home for a week, suffering from the effects of a severe cold.

W. C. George Praises 1927 Business

"Business for 1927 is starting with excellent prospects," observed W. C. George, of the W. S. George Pottery Co., East Palestine, O. "Our records for 1926 show that in both sales and shipments we exceeded the record for 1925, and I have every reason to believe that 1927 will be a better year for us than that just closed."

The new plant of this interest at East Palestine is now in the production of an ivory body, and the new line is having an exceptionally active sale.

National Producing Ivory Body

The National China Co., Salineville, O., which recently announced its intention of discarding its white body and substituting an ivory body is now in active production of the latter line of goods. The first kilns have been fired off, and within a few weeks first shipments of decorated ivory body dinnerware will be made by this factory. The new Rose Marie shape is being produced in the new body, and with a variety of new patterns.

New Dinner Shape Reported

Report is current here that a new dinner shape is expected to be placed on the market by an East Liverpool manufacturer late next spring, providing present plans materialize. The new shape will be brought out in an ivory body, and will be produced, it is said, in a factory that is now manufacturing a white body.

McNicol Sets in Active Demand

The new bridge and luncheon sets issued this year by the T. A. McNicol China Co., are in very active demand, the specialties being the first of the character that have ever been included in the line of this firm. Luster treatments predominate, and together with the floral and spray effects a rather attractive sales proposition has been designed for the trade.

Knowledge

R & H long ago saw that proficiency in the "Three R's" of production was not enough. To meet the complexities of modern enamelling we were convinced that only the most intensive search for facts and their application to enamelling processes, would insure satisfactory results. R & H Ceramic Chemicals, Minerals and Oxides thus bear the scientific imprint.

The ROESSLER & HASSLACHER CHEMICAL CO

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Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

K., T. & K. May Increase Kiln Capacity

It is very likely that the Knowles, Taylor & Knowles Co. will increase their kiln capacity on their ivory body, and this increased production is expected to be made a matter of record within the next few months. From the very beginning this interest has steadily increased its output of ivory body dinnerware, the demand of the trade for this class of dinnerware exceeding that for the white body.

Hotel Ware Production Slackens

There has been a slackening in the production of hotel ware in the East Liverpool district during the last year or so, and the output of this line is not near as heavy as in former years. In fact only a few plants in this district are featuring hotel ware, whereas formerly most every pottery had such ware in stock.

Elimination of demand for the semi-porcelain hotel ware is said to be due to the increased production of the American vitrified line of hotel china and restaurant ware. Buyers of the latter line formerly carried the semi-porcelain stock, but the close of the old year disclosed that many plant owners have eliminated the line from their lists.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Owen China Re-elects Officers

AT the annual meeting of the stockholders of the Owen China Co., held at the general offices of the company at Minerva, O., all former directors and officers were re-elected. The board is composed of Charles W. Foreman, J. Stewart, J. A. Grunder, George Huff, Jr., C. B. Gleason, K. J. Steiner and H. C. Downer. Officers elected by the board are: President, Mr. Foreman; treasurer and general manager, Hugh Kibler; secretary, F. B. Cross. In addition to being the head of the Owen China Co., Mr. Foreman is also the active head of the Southern Potteries Co., of Erwin, Tenn.

Sears-Roebuck Features Glass-Dinnerware

In the new spring catalog of Sears-Roebuck & Co., much space has been devoted to the merchandising of glassware and dinnerware, according to advance copies that have been received in this district. The illustrations show that many of the very latest items appearing on the market are now to be had through this distributing agency. In all over 15,000 different items are listed in this spring addition.

Service Glass Co.—New Firm

The Service Glass Co. is the name of a new concern that is starting in business at Evansville, Ind., according to advices reaching this market this week. The concern is headed by Ralph I. Smith and Virgil B. Smith, and the nominal capital stock has been reported at $10,000.

Central Has Rose Colored Glassware

The Central Glass Works, Wheeling, W. Va., this season has produced a new line of rose colored glassware that is quite different from any similar color now on the market. This glass is being used in the production of a rather lengthy line of blown ware and also in the two-tone effect.

Knox Increases Capital Stock

Announcement has been made here that the capital stock of the Knox Glass Co., Knox, Pa., has increased its capital stock from $140,000 to $1,000,000. An exchange of stock with the Eden Glass Co. is proposed and the balance of the increase is to provide for emergencies and for a factory expansion program which is now being considered.

Schuster Store Has $1,000,000 Property

During the visit of Milwaukee, Wis., buyers to th market during the last few days, it was made known th the Ed. Schuster & Co., which now operates three lar department stores in that city, have acquired proper with a valuation of $1,000,000. This deal means th the interest has taken in its own name certain busine property in Milwaukee that it has held under lease for long period of time.

Hager & Bro. Incorporated

Salesmen at the Ft. Pitt Hotel have been informed th the old firm at Lancaster, Pa., of Hager & Bro., a pa nership that has continued for over a century, has been i corporated under the name of Hager & Bro., Inc., and wi a capital stock of $300,000. The directors just elect after the charter was issued have been with the busine for many years, and it is related that no change in the o ganization is proposed.

Turner Bros. Now Have Tumbler Rights

By acquiring an interest in the common stock of t Monongah Glass Co., Fairmont, W. Va., Turner Bro glass manufacturers at Terre Haute, Ind., have obtain certain tumbler manufacturing rights and also an easte distributing point. The financial consideration has n been announced. Turner Bros. are manufacturers of general line of containers, while the Monongah plant h always been engaged in the production of blown a stemware, tableware, jellies, bar goods and a line of sp cialties and novelties.

The George C. Murphy Co., which operates a numb of popular priced stores in and about the Pittsbur district proposes to add another that will be located Dormont, a suburb of Pittsburgh. A new two-store bu ness block will be erected.

Samuel R. Frazier Going South

Samuel R. Frazier, Jr., formerly associated with t sales department of the United States Glass Co., and w is now representing the McDonald Glass Works, In McDonald, Pa., will take a southern trip in the intere of this line at the close of the local market season. Th factory is showing a new line of blown stemware in pla and luster combinations and also a line in a two-tone effe The factory went into production about a year ago, a has been under the management of Garrett D. Bryce.

Ira M. Clark in Pittsburgh

Ira M. Clarke, formerly connected with the New Martinsville Glass Mfg. Co., New Martinsville, W. Va., has been spending some time in the Pittsburgh district during the last fortnight. He has not determined his future business plans to a point that would warrant public announcement.

George Innes to Erect New Block

Western buyers visiting the market this week brought the information that plans have been approved by the George Innes Dry Goods Co., Wichita, Kansas, for the erection of a new business block there at a cost of about 700,000. This improvement will add about from 125,000 to 150,000 square feet new selling space. The new building will be a six story structure, and construction will begin early in the spring.

U. S. Glass Salesmen At Pittsburgh

As has been its custom for years, the United States Glass Co. called to the home office all resident salesmen for the period of the Pittsburgh market, these being in addition to the seven salesmen traveling out of the home office. Salesmen from the New York, Chicago, Philadelphia, Boston and other permanent sample rooms were in the district when buyers from those territories were in the market, so that personal attention could be given the trade.

At times the local sample rooms of this interest was crowded with visitors. Every new item added to the line was on display, and the season as a whole was one of the most active the city sample rooms ever experienced.

Manufacturers Continue Reservations

Practically every manufacturer who had a line on display at the Ft. Pitt Hotel this season has continued the suite reservation for the 1928 market. These manufacturers are members of the Associated Glass & Pottery Manufacturers. Those manufacturers who exhibited lines at the Wm. Penn Hotel are not affiliated directly with those who show at the Ft. Pitt, and reservations at the latter hotel are always made direct. It was announced this week that at least six new lines would be added to the Ft. Pitt list next season, these lines being transferred from the Wm. Penn to the Ft. Pitt Hotel.

A-Go Glass Co. Formed

With a nominal capital stock of $12,000 the A-Go Glass Co. has been formed at Elkhart, Ind. The directors of the corporation are Louis A. M. Phelan, Anton Wegi and A. J. Schottenloher.



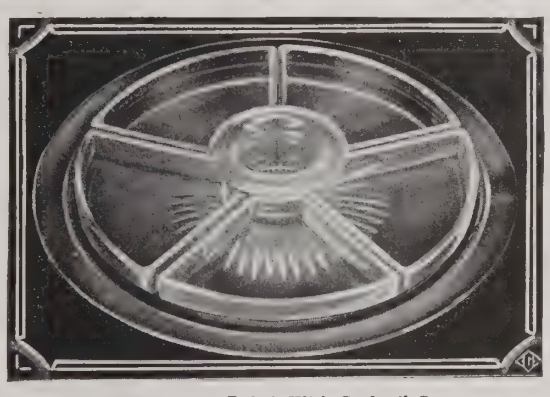
A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — F. T. Renshaw, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK — H. C. Gray Co., 200 Fifth Avenue
BOSTON — H. P. & H. F. Hunt, 41 Pearl Street
Traveling Representatives
R. B. Reineck, 1422 E. Marquette Road, CHICAGO
R. A. Keel, 4439 Greenview Avenue, CHICAGO
PHILADELPHIA — Fred Stott, 1007 Filbert Street
SAN FRANCISCO — Himmelstern Bros., 718 Mission Street
LOS ANGELES — Himmelstern Bros., 643 S. Olive St.
SEATTLE, WASH. — Himmelstern Bros., Terminal Sales Bldg.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Big Chicago Exhibit Opens

THE Market Event of the Glass, Pottery, Lamp and Housefurnishing Association, to be held in the local sample rooms of the Chicago manufacturers' representatives who specialize in dinnerware, glassware, lamps and housefurnishings, commenced Monday of this week and now holds the center of attention in the Chicago trade. Complete announcements of the event have gone forward to the entire trade and many market specials are being featured which will act as a magnet to bring in the visiting buyers. The sample rooms have all been put in readiness with the 1927 lines on display for the first time in Chicago. Buyers from all points of the middle-west will be in during the two-week period to place their orders for spring merchandise. The association has successfully carried on the Market Event for several years past and it is gaining in popularity with the trade from year to year. In the local sample rooms it is possible for the representatives to show the complete lines from the factories they represent, while a smaller display in a hotel would make this feature impossible.

Miller & Gray, manufacturers' representatives, have e
tered business in Minneapolis where they are now rep
senting the Atlas-Globe China C.o, and the United Sta
Glass Co. The firm is composed of Stanley G. Gray, f
three years china and glass buyer for Power's Mercant
Co., of Minneapolis and Mr. Miller who was associat
with Marshall Field's wholesale house.

The Atlas-Globe China Co.'s display in the Furnitu
Mart, under the direction of E. J. Benjamin, represen
tive for the Chicago territory, is one of the most attracti
dinnerware displays in the middle-west. A model dini
room with the table set with the "BONA-DEA" sha
recently brought out by this company, proved fascinati
to the buyers who visited the American Furniture Ma
during the January exhibit. Another feature of the d
play which made it simpler for the buyers to select th
dinnerware, was the arrangement of a "short" sam
line, a plate, cup and saucer from each of the 200 patte
made by this pottery. These were conveniently arrang
on two display tables with risers on the sides in the r
of the display. This gave the buyers a quick review

Announcing Our New Show Rooms in the American Furniture Mart



We wish to announce the opening of our new Show rooms in the **American Furniture Mart Building,** 666 Lake Shore Drive, where we will show for the first time our Ivory Body Ware in our **New Rosemont** creation which will speak for itself, for its exquisite coloring and an unusually attractive price will quickly build business for you.

Be sure to pay us a visit

SHOW ROOMS
American Furniture Mart Bldg.
666 Lake Shore Drive

Space 512 Phone: Superior 4100

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THE STETSON CHINA COMPANY
Offices and Factory 1751 W. 74th St. CHICAGO

WHAT TO BUY AND WHERE TO BUY IT IN —

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Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
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IRA A. JONES CO.
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Representing:
Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *Presidents*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

he entire line. The new "Broadway" and the "Bona-Dea" shapes which were so well received at the Pittsburgh how, also took well with the visitors in the Chicago sam-le rooms. These shapes are being featured on ivory body vare with attractive floral decorations.

The China, Glass and Gift Show opened in Chicago t the Sherman Hotel on Monday of this week. An ex-ensive display has been prepared for the buyers, but the najority of the merchandise is of the giftware type. The vent will continue throughout the week. Registration on he opening day was in keeping with the attendance a year go, indicating that more than one thousand dealers will isit the display during the week.

Miss Gertrude Natkin, daughter of Samuel J. Natkin, uyer of china and glass for Mandel Brothers, was mar-ied to Nathan L. Daniel, last Sunday evening. Recep-ion followed at the Hotel Sovereign.

In addition to the Lavinite Lamp Bases and Vases, Art ndustries, Inc., now include in their line a number of ost attractive lamp bases and vases. These are of true talian colors and designs. The vases range in price from 3.50 to $5.00 and the lamp bases wired complete are riced at $4.50 to $10.50 each. Parchment shades made specially for these lamps have been designed to carry out ie same artistic color effects. A complete showing of iese fascinating Italian pieces are being shown by W. C.)wen, Inc., 17 North Wabash Avenue, Chicago.

Feinberg-Slohm Sales Co., 17 North Wabash Ave., recently organized, have opened a display in Room 503, Shops Building. The company is representing Limoges China Co., Sebring, Ohio; American Tray Co., New York City; National Silver Deposit Ware of New York City; and the Oxford Pottery Co., Cambridge, O.

George Turner, manufacturers' representative, 17 North Wabash Ave., returned Saturday, following a trip east.

Frank B. Tinker, of Tinker Brothers, 17 North Wabash Ave., returned Monday from Pittsburgh, where he was visiting factories his firm represents in Chicago.

The annual report of Montgomery, Ward & Co., the big Chicago mail-order house, made public last week showing a large increase in sales over 1925, and a considerable decrease in net profits, seems to indicate that the great buying power of the American agriculturist, while still generous in volume, was confined largely to necessities and low priced luxuries.

W. C. Owen, Inc., announces a complete showing of antique brass imported from Belgium by the Chicago Importers. In this selection will be found large fireside pieces such as bellows and coal scuttles, dinner gongs, brackets, porch lanterns, primitive oil lamps, dinner bells of various designs and sizes, and also several heavy brass chests and boxes.

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the thirteenth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 *Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.*

THE large number of questions that have come in from readers makes it again advisable to devote the entire article to questions and answers.

Many of the questions that have been received involve the same points of law, although the facts may be somewhat different. The policy I am following where that is the case is to publish just one of the questions and the answer to it. In that way, unnecessary duplication is avoided and space conserved.

Questions and Answers

Salary of American Residing Abroad

Editor's Note: A number of inquiries have come in to determine whether the salary of an American citizen residing abroad is subject to tax. As a general proposition, all the income of the United States citizen is taxable, no matter where it is earned. However, there is a special provision that was first adopted in 1926 law to the effect that where a citizen resides abroad for more than six months during the year, the salary he earns in the foreign country is exempt from tax. I hope that this clarifies the situation.

Automobile Taxes

Q. Is the government tax paid on a new automobile deductible?—E. C.

A. You cannot deduct the automobile tax. The tax is on the manufacturer, not on the purchaser. You are merely reimbursing the manufacturer for the tax he has paid.

Widower As Head of the Family

Q. I am a widower maintaining a home and have one daughter over 18 years of age and capable of self support, living with me. I pay all her bills. May I, as the head of a family, take $3,500 as exemption in my Federal Income Tax return?—E. A. S.

A. You are entitled to the $3,500 exemption. The fact that your daughter is over the age of eighteen and capable of self-support is immaterial for this purpose. If she is actually dependent on you, that is sufficient.

Inheritance Taxes

Q. Kindly inform me what States do not have the "Inheritance Tax" laws?

A. Florida, Alabama and the District of Columbia are the only places where there are no inheritance taxes in this country.

Earned Income of Husband and Wife

Q. My wife and I make separate returns. I unde stand that I can participate under the earned income se tion up to the amount of my earned income not to exce $20,000. Will you please advise if my wife participates all under this clause?—R. S.

A. Each of you is entitled to the earned income allo ance based on the amount and source of your own i comes.

Tax Paid at Source on Bonds

Q. When the income less exemptions and credits is le than $4,000, is the credit for the income on tax free bon or bonds on which the tax is paid at the source to be fi ured at 1½ per cent or 2 per cent. Also, if the incom less exemption and credits is more than $4,000, is th credit to be figured at 1½ or 2 per cent.

A. In the first case, your credit is 1½ per cent, and i the second it is 2 per cent.

Information by Buyers of Employees' Salaries

Q. I worked for a company from January 1, 1926, April 1, 1926, and earned $630. Does the company repo this amount to the government since it is less than $1,500 Generally, is any earned amount less than $1,500 reporte by a company whether it be for a full year or any part a year that the person was employed?—S. T.

A. Employers are required to file information sli about salaries paid to employees only where the amou paid to the employee during the calendar year is $1,500 more in the case of a single person and $3,500 or more i the case of a married person.

Bonus to Employee

Q. I received a bonus of several hundred dollars fro my company which was definitely declared from surpl earnings, and on which my company has paid the Co poration Tax. That is, my company is not regarding th as an expense for them. Do I pay tax on this when ma ing return for calendar year 1926?—E. A. T.

A. Apparently the company made a gift to you. Gif are not taxable, and hence you need not report it.

Annuities

Q. I am contemplating the purchase of a Straight A nuity. Would the semi-annual payments on such an A nuity be subject to either normal, or Excess Incor Tax?—J. H. C.

A. No income need be reported by you until you ha

(*Continued on uage 31*)

"EBON-GOLD-BLOCK" DECORATION

A dignified decoration, consisting of alternate mat and burnished coin-gold blocks, in a band about 5/8 in. wide, on lustrous black satined blanks. This line appeals strongly to the buyer who wants the best in fancy glassware.



NO. 320—7 in. HIGH-FOOT COMPORT

Bon Bons; Candy and Cigarette Boxes; Console and Centerpiece Bowls; Low Candleholders and High Candlesticks; Low and High-foot Comports; Vases; Dresser Sets; etc., etc. Color Plate 285 shows the line.

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· IMPORTERS OF ·

JAPANESE GOODS

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Special sales from stock for your Spring trade. New Import lines for 1927 are now ready for your inspection.

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& Associates
9 No. Wabash Avenue
Chicago

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149 New Montgomery St.
San Francisco, Cal.
Western Glass Pro. Co.
L. C. Smith Bldg.
Seattle, Wash.
Western Glass Pro. Co.
1216 Fourth Ave., L. A

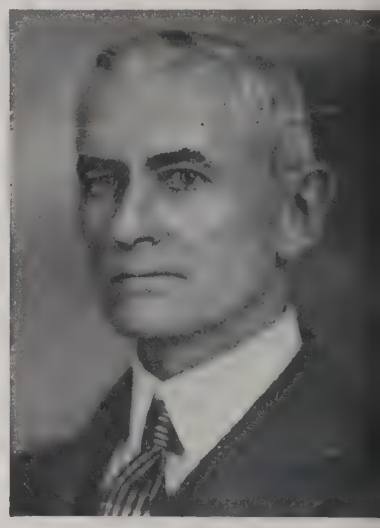
The NATIONAL CHINA CO. SALINEVILLE, O.



W. A. Blankschaen



G. P. Gilmer



C. L. Gray



C. S. Wardeska



W. E. Thomson



Richard A. Ahrendts



Marcus A. Nelsen



E. J. Benjamin



V. O. Arnold



A. O. C. Ahrendts,
President



William H. Stevens,
Treasurer



George R. Ahrendts,
Vice-President

Atlas-Globe a Progressive Company

A SURVEY of the American dinnerware industry reveals many interesting side lights, some of which furnish food for reflection. Over an expense of many years, wonderful progress has been made in elevating the standard of quality as well as providing adequate production capacity to meet the increased demand. Where a few years ago the manufacturing plants in this industry were practically all confined within a very small area we now find them situated at many different locations, extending from the Atlantic to the Pacific.

During this period of development and expansion new factories have been erected and operated successfully to the extent of increasing their production capacity, others that were already established, have expanded to the extent of enlarging both in building and production capacity, while still others have undergone little or no change in this respect, but retain much of the same appearance as when they originally started.

The factors which contribute to the success or failure in the pottery industry are little if any different from those applying to other industries. Plant efficiency plays its part in all lines of industrial enterprise, yet it is a matter of history that organization is the outstanding element of greatest importance. It is refreshing and assuring to note the growth, development, and expansion, in many cases, which seems to afford the most convincing evidence that the character of the business alone does not represent the controlling factor, nor is the element of foreign competition, under existing conditions, a factor worthy of undue consideration. To realize successful results the cost of production must be reduced to the minimum and the product sold with due regard for such cost, otherwise salesmanship becomes a lost art and the business robbed of its most essential asset.

Among the younger generation of American potters The Atlas-Globe China Company of Niles, Ohio, represents an organization which has been developed within a short period of years, and as presently constituted is moving forward with encouraging prospects of greater expansion. The Atlas-Globe China Company represents a consolidation of The Atlas China Company of Niles, Ohio, and The Globe China Company of Cambridge, Ohio, which became effective as of January 1, 1927. The Atlas China Company was organized in 1923 by A. O. C. Ahrendts, and associates, who purchased the Niles plant outright, previously operated by the Sebring interests. Mr. Ahrendts was manager of this plant for the Sebring interests, from 1916 to 1923. With the organization of The Atlas China Company, he was made president and General Manager. At the time Mr. Ahrendts became identified with the Niles plant, it represented a production capacity of 7 general ware and 4 decorating kilns. This has gradually increased until the present capacity is 12 general ware and 10 decorating kilns.

During this period of development and expansion the results obtained were not without those resisting influences which serve to make or break the ruling spirit guiding the destinies of such organizations. In the month of March, 1925, The Atlas China Company suffered from a disastrous fire, which destroyed the entire manufacturing end of the Niles plant, involving a total loss of approximately $250,000.00. This fire occurred at a time when the plant was operating to capacity, with sufficient orders on file to insure a steady run of several months. Holidays and Sundays were being taken advantage of in an endeavor to effect deliveries on schedule. The visitation by fire made necessary prompt and vigorous action



J. E. McCluney



Stanley Gray



J. A. Elliott

to replace the destroyed production to the plant, although the decorating department continued to function, with only three days interruption, and so operated throughout the remainder of the year. Through the good fortune of having accumulated an unusually large stock of ware, the warehouse of which was not destroyed, and the purchase of ware from other factories, the company maintained its shipping schedule and took care of all its contracts.

In the meantime, the company had under consideration the proposition of leasing several different plants, which at that time were idle, when the plant at Cambridge, Ohio, was offered for sale. After an inspection of this property, Mr. Ahrendts and his associates, some of whom were identified with The Atlas China Company, purchased the plant and took it over during May, 1925. An organization was effected under the corporate name of The Globe China Company. The plant was reconditioned and re-arranged and placed in production on the same body and shapes as had been made at the Niles plant, beginning shipments during July, 1925, and has been in almost continuous operation up to the present time.

The destroyed portion of the Niles plant was reconstructed, and equipped with the most modern of pottery machinery. In its present condition it is conceded by capable authorities to represent one of the most modern shops in the industry which also provides for increased volume in production without impairment of quality. Quality and service have been the objectives sought by this organization, supported by a policy reflected in the character of their slogan "We ship to our customers what they buy."

Previous to the consolidation of these two plants, their product consisted of two shapes, in semi-vitreous porcelain in white, designated Colonial and Santa Maria. Practically 98 per cent of the total output of both plants was represented by the Colonial shape, the demand for which eliminated the prospect of greater production in the Santa Maria, a plain shape, by reason of limited capacity. With the consolidation, plans included the manufacture of the Bon Dea shape, an enirely new creation, and the Colonial shape in Ivory, at the Cambridge plant, as well as the Colonial and Santa Maria shapes in white, at the Niles plant. The Colonial shape, for production in Ivory, has been improved by the substitution of hollow ware, modeled on different lines while the Santa Maria shape has been likewise revised, for production in white. In keeping with the idea of quality, English Ivory china clays are utilized in the manufacture of ivory ware, and the samples of this product which are being displayed in the markets have caused much favorable comment. Liberal specifications have been placed with the company and prospects for a continuation of the previous active condition of both plants is most encouraging.

In converting the Cambridge plant into ivory production, the lack of an adequate supply of ivory clays has delayed the company in acquiring capacity operations. This plant, however, started all departments in full on January 17th, and is looking forward to a steady run over an extended period. Business booked for February delivery will be shipped according to schedule while the management expresses much satisfaction with the character of the product available for offering to the trade. Aside from the care exercised in developing a product of meritorious quality, the company has purchased an extensive line of exclusive decorative patterns, which harmonize with present day ideas, and afford merchandise suitable for the most exclusive trade. As presently constituted, the line as a whole, presents a most unusual variety in shapes and decorations, to select from and reflects the progressiveness which seems to have characterized this organization in keeping abreast of the times and producing merchandise that would serve their customers best.

The officers of The Atlas-Globe China Company are as follows: A. O. C. Ahrendts, president; Geo. R. Ahrendts, vice-president; W. A. Blankschaen, secretary; Wm H. Stevens, treasurer.

Directors: A. O. C. Ahrendts, formerly president and general manager of The Atlas and Globe China Companies; Geo. R. Ahrendts, formerly vice-president and assistant general manager of both companies; Harry M. Stevens, of Harry M. Stevens, Incorporated, New York City; G. P. Gilmer, senior member of Gilmer, Gilmer



W. E. Tritt



Kenneth Miller



W. H. Rardon

ephens and Patchin, attorneys of Warren, Ohio, and m. H. Stevens, president of The Dollar Savings Bank ompany of Niles, Ohio. The management of the new mpany will continue under the direction of A. O. C. hrendts, with no change in business policy except to im- ove wherever possible so as to more thoroughly har- onize with the character of service which has heretofore en the outstanding objective of both old companies. he management of this new organization is supported y business men of recognized ability and attainment in eir respective lines, which augers well for its future ospects and lends assurance to the soundness of prin- ple upon which its destinies are founded. Harry M. evens, of Harry M. Stevens, Incorporated, of New York ty, is the renowned caterer whose operations extend om the Hudson to the Reo Grande. Privileges at the olo Grounds, Yankee Stadium, Madison Square Gar- n, West Palm Beach, and Chicago Coliseum, where his ot Dogs have become famous, are among the concessions hich he serves. G. P. Gilmer, of Gilmer, Gilmer, Ste- ens, and Patchin, is the senior member of this firm of torneys located at Warren, Ohio, in the old Western Re- rve. Over an extended period of years this firm has come established as leaders in its profession, throughout hio, and enjoys a reputation for dependability and high ass service. Wm. H. Stevens, president of The Dollar avings Bank Company, of Niles, Ohio, takes rank with te leading young bankers of the day. Under his able anagement this institution has gradually developed into ne of the most progressive and substantial institutions its kind, in the Mahoning Valley. Conducting a gen- al banking business, its growth has been phenominal and ne of the outstanding figures in the financial circles of ortheastern Ohio. The board of directors, therefore, of he Atlas-Globe China Company, is made up of business en of proven ability, and high ideals, whose conception greatest success is found in superior service, thus in- ring to this organization a consistent business policy ual to the requirements of dignified and honest effort.

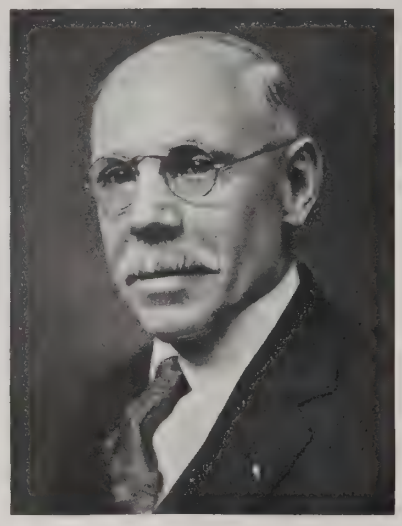
With the increase in production capacity, represented in te consolidation of The Atlas China Company and The Globe China Company the total output of the new organization comprises a potential capacity of 29 general ware kilns and 18 decorating kilns already in operation. Building arrangements provide for additional kilns, with locations established, the construction of which can be completed on short notice as demands may require. In coordinating the forces of both old organizations, the new company has not overlooked due provision in all departments to fully provide for a maintenance of service of the highest standard. Elaborate preparation for sales service will be seen to be reflected in the array of salesmen identified with the organization, all of whom are men long identified with the industry and recognized as representatives of the highest ideals in service.

E. J. Benjamin, formerly senior salesman for The Globe China Company, will be located in Chicago, and will operate in connection with the permanent display space maintained by the company at the American Furniture Mart, 666 Lake Shore Drive, Room 1008. This elaborate display has been termed the most attractive and artistic of any made at the January show, by visiting buyers, and criticisms of the new product, in ivory, have been of the highest complimentary order. Miller and Gray, of Minneapolis, Minn., have opened a most elaborate show room and sales office in Minneapolis which is characterized by salesmen, long identified with the pottery business, as the most exclusive and high class of anything similar in the Northwest. A complete sample line of both white and ivory will be on display at this office throughout the year. Mr. Miller was formerly identified with the Marshall-Field Company of Chicago, for seventeen years, while Mr. Gray operated in the capacity of buyer for The Powers Mercantile Company of Minneapolis, for the past twelve years. Both of these gentlemen are well posted on merchandise that sells and the value of their years of experience will be dedicated to the best interest of those whom they seek to serve.

Marcus A. Nelsen, formerly senior salesman for The Atlas China Company, has been identified with the company since its organization. His extensive knowledge of the china business, combined with his elevated and dignified



M. C. Sondles



Herbert Goodwin



J. V. Supplee

methods of doing business, have gained for him the respect and confidence of those whom it has been his privilege to serve.

Big, genial, V. O. Arnold carries his good nature well, and with his knowledge of the game, and understanding of the requirements of the trade, fits into the service idea of the organization in a way that carries a message designed to develop his merchandise for his customers into one of the most important units of their turnover. Many years experience have endowed him with a realization that success means service and the welfare of his regular patrons forms the basis of his Creed.

W. H. Rardon, basking in the sunshine of the Golden State, and for many years buyer for leading merchandisers of the west, holds forth in the city of San Francisco. Through his courteous and straight-forward business dealings he has inspired his friends with that confidence which insures a square deal and begets success in the business world.

J. E. McCluney, whose long identity with the distribution of merchandise, throughout many sections of the country, is located in the city of Detroit, Michigan. Mac is considered a hero in having withstood the temptations, afforded by the Canadian border to remain unsullied throughout the years. Our best friends according to Ma are numbered among his customers, hence he finds gre satisfaction in seeing that they are properly cared for.

J. A. Elliott comes from the sunny south. For man years he has enjoyed the confidence and respect of thos with whom he has had business dealings, which speak great volumes. Jack is always fighting for his customer and with the valuable knowledge gained through lon years of experience is peculiarly fitted to carry out th idea of service foremost in the minds of this organizatio

E. W. Hammond needs no introduction. Everybod knows Eddie. Few men have been able to identify them selves so favorably with any line of business as Eddie ha the dinnerware game. Always dependable, he has com manded the respect and confidence of all with whom h has enjoyed the pleasure of doing business. A complet line of samples will be found on display at his space o 23rd Street, New York City, whence he will be activel identified with the metropolitan district.

Wm. Hirschensohn—Hirsch for short—is the supe visor of Special Sales promotion. Along this line o work, Mr. Hirsch is in a class by himself. A stickler fo good, clean honest work, backed by an enthusiastic an

(*Continued on page 31*)



Left: Samuel I. Morley

Right: William Hirsch



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U. S. A.



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East
CHAS. A. WEIDEMANN
West
ROY E. HENDERSON
President

New York Imports

January 20

S. S. Sythia from Liverpool, England

Irwin, J. D., Co., 1 crate earthenware
Globe Shpg. Co., 6 crates earthenware
Guarantee Trust Co., 8 crates earthenware
Gerlach, F. C., 9 hogsheads and 1 cask earthenware
Borgfeldt, G. & Co., 7 cases earthenware, etc.
Fondeville, A. J. Co., 11 packages earthenware
John Davison, Inc., 3 casks china
Pitcairn, W. S., Corp., 46 packages earthenware
Rowland & Marsellus Co., 7 cases glassware and earthenware
Dickinson, E. B., Inc., 11 packages earthenware
Hampton, J. W., Jr., & Co., 2 crates earthenware
Justin Tharaud, Inc., 4 crates earthenware
Barth, L., & Co., 3 cases earthenware
Tiffany & Co., 3 casks, 7 cases china

S. S. Volendam from Rotterdam, Holland

Borgfeldt, G., & Co., 3 cases earthenware

S. S. Maasdam from Rotterdam, Holland

Graham & Zenger, 62 cases glassware
Grace Natl. Bank, 78 cases crockery
Roessler & Hasslacher Co., 32 cases crockery
Lazarus & Rosenfeld, 9 cases crockery
Head, H. S., 276 cases crockery
Bing, F., & Co., 3 cases crockery
Fourman Bros. Co., 4 cases crockery, 1 case hollow glass
Borgfeldt, G., & Co., 49 cases crockery, etc.
Van Doorn, W., 5 cases toys, 17 cases glassware

S. S. Cabo Espartel from Leghorn, Italy

Wanamaker, J., 4 cases earthenware
Fenton, A. W., & Co., 6 cases glassware, etc.
Plummer, A. W., Co., 11 packages earthenware
Bing, F., & Co., 75 packages earthenware, marble, etc.
Khouri, A. N., & Bros., 1 case earthenware

From Valencia, Spain

Daniels Fisher Stores Co., 20 cases crockery

S. S. Innoko from Rotterdam, Holland

Lazarus & Rosenfeld, 105 cases crockery, earthenware, etc.
Borgfeldt, G., & Co., 13 cases toys
Bloch L. D., & Co., 9 cases china and glassware

January 21

S. S. Alberta from Naples, Italy

Amer. Shpg. Co., 67 cases earthenware
Kinney & Levan Co., 3 cases earthenware
Hudson Fwdg. & Shpg. Co., 33 cases earthenware, etc.
Amer. Exp. Co., 2 packages earthenware

S. S. Cabo Santa Maria from Seville, Spain

Bing, F., & Co., 14 cases crockery
Holland, R. E., 2 packages crockery
Hall, Chas., Inc., 11 casks crockery

S. S. Thuringia from Hamburg, Germany

Importers Service Co., 11 cases hollow glass
Sheldon, G. W., & Co., 2 cases hollow glass
Phoenix Shpg. Co., 1 case crockery
Franco Amer. Novelty Co., 4 cases china
Noe, W. R., & Sons, 10 cases earthenware
Wolf, L., & Co., 15 cases toys, crockery, etc.
Bloch, L. D., & Co., 3 cases earthenware, 2 cases hollow glass
Bernard, J. E., Co., 9 cases crockery
Tysen, D. R., 8 cases toys, crockery, etc.
Butler Bros., 1 crate crockery
Tomby B., & Co., 3 casks crockery
Globe Shpg. Co., 27 cases glassware, etc.

S. S. President Wilson from Naples, Italy

McKinney, W., 1 case chinaware

S. S. Idaho from Hull, England

Wapler, N., & Co., 43 cases crockery

S. S. American Shipper from London, England

Howell, W. S., 1 case glassware
Syndicate Trading Co., 1 case earthenware

January 22

S. S. Hague Maru from Kobe, Japan

Morimura Bros., 23 cases earthenware
Borgfeldt, G., & Co., 2 cases porcelain ware
Mekelburg Spec. Co., 18 cases earthenware
May, M., 1 crate earthenware

From Nagoya via Yokkaichi

Imoto Bros., Inc., 24 cases earthenware and porcelain
Kress, S. H., & Co., 44 cases porcelain
Haruta & Co., 20 cases porcelain
Nagoya Seitosho Ltd., 55 cases porcelain
Kresge, S. S., Co., 23 cases earthenware
Gary Eigner Corp., 37 cases earthenware and crockery

S. S. Homeric from Southampton, England

Haviland China Co., 74 casks porcelain
Streiff, C., 15 cases porcelain
Bernardaud, L., & Co., 19 cases porcelain
Vogt & Dose, 7 cases porcelain

January 24

S. S. Thuringa from Hamburg, Germany

Guthman Solomons Co., 6 cases glassware
Borgfeldt, Geo., Co., 3 cases crockery, 3 cases toys
N. Straus & Sons, Inc., 18 cases hollow glass, 3 cases crockery 11 cases earthenware
Reimer, F. C., Co., 3 cases hollow glass, 2 cases crockery, case glassware
Bloch, J. L., & Son, 19 cases crockery
Wilff, H., & Co., 7 cases glassware
Bing, F., & Co., 1 case hollow glass
Irving Miller & Co., 10 cases earthenware
N. Y. Mdse. Co., 2 cases glassware
Loewentahl, F. & B., Co., 2 cases glassware
Chatham & Phoenix Natl. Bank., 38 crates earthenware
Sheldon, G. W., Co., 5 cases glassware
Stern, S., 4 cases glassware, 11 cases crockery
Modern Braid Co., 17 cases glassware, 2 cases crockery
Gavin, J. J., & Co., 3 cases hollow glass
Lippmann, Spier & Hahn, 1 case crockery
Pommerance, S. H., & Co., 54 cases glassware, crockery, etc.
Decorative Plant Co., 4 cases earthenware
Atlantic Fwdg. Co., 1 case hollow glass
Schenkers, Inc., 76 cases toys, glassware, etc.
Sullivan, W., 76 cases crockery, glassware, etc.
Happel & McEvoy, 71 cases hollow glass
Bernard, J. E., & Co., 83 cases toys, glassware, etc.

S. S. Blommesdijk from Rotterdam, Holland

Hausman & Jaeger, 1 case earthenware
Woolworth, F. W., Co., 21 cases crockery, 66 cases toys
Thurnauer, G. M., Co., 90 cases crockery
Fourman Bros., Co., 14 cases crockery, etc.
Borgfeldt, G., & Co., 5 cases crockery

January 25

S. S. City of Eureka from Valencia, Spain

Friedlander, O. O., & Co., 8 cases earthenware
American Express Co., 3 casks earthenware
Friedlander, O. O., & Co., 4 cases earthenware

From Genoa, Italy

National City Bank, 47 casks earthenware, 1 case earthenware 1 case glassware

S. S. Delilian from Antwerp, Belgium

Rehberger & Saul, 2 cases crockery
Shackman, B. & Co., 1 case crockery, 3 cases toys
Gunthel, A. B., 114 cases glassware, 34 casks glassware
Justin Tharaud, 7 cases crockery
Chemical National Bank, 5 cases hollow ware
Order, 26 cases glassware

S. S. Muenchen from Bremen, Germany

Field, B. H., & Co., 1 case crockery
Freedman & Slater, 4 cases earthenware
Sellers, C. W., 2 cases decalcomanias
Phoenix Shpg. Co., 15 cases crockery, hollow glass, etc.
Heemsoth & Basse, 13 cases toys, glassware
American Express Co., 5 cases hollow glass
Heemsoth, Basse & Co., 1 case crockery
Lisner, D., & Co., 1 case crockery
Heinrich & Winterling, 2 cases crockery
Wolf, L., & Co., 24 cases toys
Phoenix Shipping Co., 23 cases crockery, glassware etc.
Fisher, Scientific Co., 2 cases hollowglass, 3 cases crockery
Bing Corp., 4 cases toys, 4 cases crockery
Sommers, E. L., & Co., 1 case crockery, 11 cases toys
Calvaire Inc., 3 cases crockery
Wolf, L., & Co., 4 cases toys, 140 cases china
Mitchell Bissell Co., 2 cases crockery
Hutter, K., Inc., 87 cases crockery
Borgfeldt, G., & Co., 112 cases toys crockery
Order, 33 cases crockery

S. S. Livenza from Leghorn, Italy

Borgfeldt, G., & Co., 14 cases earthenware

(Continued on page 30)

OBITUARY

Trade Will Mourn Death of J. G. A. Fisher

Joseph G. A. Fisher, president of Fisher, Bruce & Co., hiladelphia, died suddenly at his home in Oak Lane, hiladelphia, last Thursday afternoon, January 20. His



assing will be a great shock to his many friends and acaintances in the trade. He had been prominently identified with the china and glass business for over fifty ears.

Mr. Fisher was born near Hightstown, N. J., Septemer 13, 1850. He was educated at Peddie Institute and pon his graduation he entered the wholesale china busiess in Trenton with his father Samuel Fisher. They oved to Philadelphia in 1872, shortly after which his ather retired and Joseph Fisher organized the firm of isher, Bruce & Co. of which concern he was president ntil the time of his death.

The firm of Fisher, Bruce & Co., starting as a small holesaler doing a local business has, with Mr. Fisher's ntiring effort and business ability grown to be one of ne prominent importers and wholesalers of china and assware and is known from coast to coast.

Mr. Fisher's admirers and friends were many among ne trade owing to his personality, his integrity and busiess ability and his death will be a great loss to both his riends and those who have been associated with him in s business.

He had not been in the best of health for three years nd had to give up active management of the business alhough he was able to spend a few hours each week at the ffice, where the loss of his advice and council will be eenly felt.

Mr. Fisher was very active in church work and has or a number of years been an elder in the Oak Lane resbyterian Church of Philadelphia. He was a member

(*Continued on next page*)



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Buyers in New York

JANUARY 20, 1927.

E. B. West, housefurnishings and lamps, W. A. Green Co., Dallas, Texas, 333 7th Ave. (J. M. Biggins).

E. G. Aruffo, household furnishings, L. Neubrik, china, dolls and toys, Crowley-Milner Co., Detroit, Mich., 100 West 32nd St.

JANUARY 21, 1927.

Mr. Moreland, housefurnishings and china, Mendel & Harris, New Haven, Conn., 115 West 30th St. (B. F. Levis).

Miss H. Marks, kitchenware, Marks-Isaacs Co., New Orleans, La., 128 West 31st St. (Weill & Hartmann).

E. B. West, housefurnishings, W. A. Green Co., Dallas, Texas, 283 7th Ave. Latham.

L. L. Shively, lamps, P. Steketee & Sons, Grand Rapids, Mich., 455 7th Ave., room 904.

JANUARY 24, 1927.

Miss B. Elliott, gifts, Smith, Bridgeman Co., Flint, Mich., McAlpin.

Mr. Miles, lamps, Mendel & Harris, New Haven, Conn., 115 West 30th St., (B. F. Levis).

A. Jasman, china and glassware, Meier & Frank, Portland, Ore., 212 Fifth Ave.

Miss I. Gilbaugh, gifts, Merie & Frank, Portland, Ore., 212 5th Ave.

Miss M. Brennan, china, glassware and lamps, MacDougal & Southwick Co., Seattle, Wash., 23 East 26th St.

JANUARY 25, 1927.

J. L. Haines, china, house furnishings, J. B. White & Co., Augusta, Ga., 23 East 26th St. (W. T. Knott).

J. H. Edwards, housefurnishings, toys, glassware, lamps, Drennan Co., Birmingham, Ala., 333 7th Ave. (J. M. Biggins, Inc.)

J. C. Hasler, housefurnishings, glassware, china, L. Klein, Chicago, Ill., 27 West 33rd St. (Fellows Buying Co.)

C. A. Eliassen, glassware, crockery, Sears, Roebuck & Co., Chicago, Ill., 88 Broadway.

K. D. Perry, housefurnishings, J. A. Kirven Co., Columbus, Ga., 463 7th Ave. (S. M. Goldberg).

Miss Praeger, gift shop articles, lamps, Sanger Bros., Dallas, Texas, 455 7th Ave. (C. A. Cook).

R. Kaufman, gifts, lamps, Walsh & Wiseman, Danville, Ky., Pennsylvania.

Miss G. Elliott, art goods, Smith, Bridgman & Co., Flint, Mich., 315 4th Ave. (D. G. Alliance).

L. Tholan, lamps, Wolf & Dessauer, Fort Wayne, Ind., 128 W. 31st St. (Kirby, Block & Fischer).

R. L. Mims, toys gifts, Monnig D. G. Co., Fort Worth, Tex., 105 Madison Ave., (Mdse. Reporting Co.).

M. H. DeHaan, lamps, Bullock's, Los Angeles, Calif., 1440 Broadway (Assoc. Mdsg. Corp.).

S. L. White, art goods, J. Bacon & Sons, Louisville, Ky., 23 E. 26th St. (W. T. Knott).

W. T. Mitchell house furnishings, china, Kastner-Knott D. G Co., Nashville, Tenn., 23 E. 26th St. (W. T. Knott).

J. T. Harris, china, glassware, D. H. Holmes Co., New Orleans, La., 15 East 86th St.

Miss M. Brennan, china, glassware, house furnishings MacDougall & Southwick Co., Seattle, Wash., 23 E. 26th St. (W. T. Knott).

A. Hellenthal, china, house furnishings, toys, The Bon Marche Co., Seattle, Wash. 240 Madison Ave. (Syndicate Trading Co.)

G. A. Searle, crockery, Schuneman's & Mannheimer's, St. Paul, Minn., 220 5th Ave., (F. Atkins).

R. H. Tisch, china, glassware, People's Store, Tacoma, Wash., 23 E. 26th St., (W. T. Knott).

H. M. Helfrich, toys, Stone & Thomas, Wheeling, W. Va., 333 7th Ave. (J. M. Biggins, Inc.).

JANUARY 26, 1927.

J. W. Waldorf glassware, china, Hochschild, Kohn & C Baltimore, Md., 220 5th Ave. (F. Atkins).

L. Kaufman, toys, Kaufman Bros. Co., Cairo, Ill., 105 Madis Ave. (Mdse. Reporting Co.).

J. G. Hasler, house furnishings, glassware, china, L. Kle Chicago, Ill., 27 W. 33rd St. (Fellows Buying Co.).

H. E. Anderson, glassware, crockery, Sears, Roebuck & C Chicago, Ill., 881 Broadway.

New York Imports

(*Continued from page 28*)

Herbert & Neuwirth, 1 case empty flasks, 2 casks majolicas

S. S. Roma from Genoa, Italy

Borgfeldt, G., & Co., 1 case majolicaware

From Florence, Italy

Smith, J. D., Co., 6 cases earthenware
Syndicate Trading Co., 11 cases earthenware, etc.
Globe Shpg. Co., 6 cases majolica ware
Herbert & Neuwirth, 3 cases majolica

January 26

S. S. Sacandaga from Antwerp, Belgium

Bloch, L. D., & Co., 3 cases earthenware
Lazarus & Rosenfeld, 5 crates earthenware
Hull, A. E., Pottery o., 20 cases tea pots
Spence, C. R., & Co., 4 crates dinnerware
Bassett, Geo. F., & Co., 18 crates earthenware

S. S. Rochambeau from Havre, France

H. C. Kupper, 6 cases majolica
Ungerer & Co., 2 cases dinnerware
Marshall Field & Co., 2 cases majolica
Phoenix Shpg. Co., 2 casks chinaware
Macy, R. H., Co., 3 casks chinaware
Jordan Marsh Co., 3 casks majolica
Hampton, J. W., Jr., & Co., 2 casks porcelain

J. G. A. Fisher Mourned

(*Continued from preceding page*)

of the Presbyterian Social Union, The Manufacture and Old York Road Country Clubs of Philadephia a was prominently identified with and interested in vario civic and charitable projects in Philadelphia.

He is survived by his widow Mary E. Fisher, a daught Mrs. Owen Osborne, Jr. of Philadelphia and a son Monroe Fisher who has been vice president and the acti head of Fisher, Bruce & Co. for several years since h father relinquished his former activity in the business.

Edward Reiwald with A. J. Fondeville & Co., Gust F. Staelin with Geo. Borgfeldt & Co., and George Higgi son with Johnson Bros., New York, were among tho who attended the funeral on Monday.

George Elliott Meakin

Mr. Meakin, who was the son of George Meakin, t founder of all the Meakin interests in the pottery busine was well known to many of the trade in this country. U to about fifteen years ago, at which time he made his la visit here, he had made it a habit to visit the Americ trade regularly which resulted in a wide circle of frien here.

He was a very charitable man and during his li donated large sums in various philanthropic ways. He w also a magistrate, being Lord Lieutenant of Staffordshi

Mr. Meakin was a bachelor. He will be succeeded president of Jas. G. Meakin, Ltd. by his cousin Berna Meakin.

Income Tax

(Continued from page 20)

eceived back the amount you originally paid for the an-uity. From that point on, all further receipts are subject o both normal and surtax.

Deductibility of Stock Assessment

Q. During 1926 I paid an assessment on some stock at I own, but I have not as yet sold this security. Will e amount of the assessment be deductible from my 1926 eturn?—L. A. H.

A. The amount of the assessment is not deductible. It regarded as an addition to the cost of the stock to be onsidered when the stock is sold.

Exemption From A Trust

Q. When all the income of a Trust is distributed each ear, is the Trust entitled to an exemption of $1,500?—. Y. M.

A. A Trust is entitled to an exemption of $1,500, but nce all the income is distributed it will have no occasion o make use of the exemption.

Income of Husband and Wife

Q. My earnings for the year 1926 were $2,160, while e earnings of my wife were $1,162.34. We had no other ncome. Please advise me what kind of a return we should file, and the exemption to which we are entitled.—J. A. McA.

A. You are entitled to an exemption of $3,500, and since your combined income is less than that amount, no return need be filed.

Atlas-Globe Expands

(Continued from page 26)

pleasing personality, seldom found in one combination, he is an inspiration. The results he secures are a revelation and he leaves a trail of satisfied distributors.

S. I. Morley, sales manager, is backed by thirty-five years' practical experience, operating in practically all departments, from office boy to manager. Mr. Morley rounds out and gives balance to an organization of men, educated in the school of experience, and whose chief asset may be found in the realization that success is not measured, in dollars and cents alone, but by the higher and broader accomplishment of how well can we serve. In assembling an organization, such as this, The Atlas-Globe China Company has been extremely fortunate in securing men of character and ability whose ambitions extend beyond the measure of a dollar and whose highest ideal in life is that of service.

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with Silk and Parchment Shades

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GEO. F. BASSETT & CO., *72-74-76 Park Place*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *19 West 23rd St.*
English "Ceylon Ivory" Dinnerware, Rockingham and Ivory Teapots, "Hook-Lid" Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
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Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *35 W. 23rd St.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery. Gramercy 4393.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

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ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
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WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
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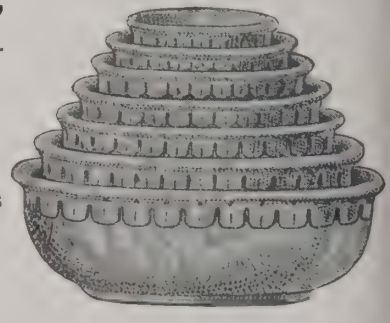
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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also
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House-
furnishings
Lamps
Gift Shop
and
Art Goods
Dolls & Toys

Vol. 104, No. 5

FEB. 3, 1927

IN THIS ISSUE

Special Gift Section in which Beatrice Miller Wisner writes for our readers of the very latest gift items being displayed in New York stores

Regular monthly Philadelphia section with report of latest happenings by our Philadelphia correspondent

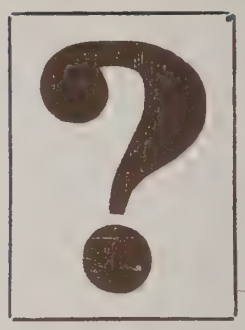
What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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Vol. 104. No. 5. Feb. 3, 1927.

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A Guava yellow, antique in feeling, and lovely in color.

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A Spruce green that permits unusual decorative effect.

A clear daffodil yellow exceptional in color value and texture.

A clear turquoise green.

Two new color combinations for bowls and compotes.

Daffodil (Special Ivory outside, Daffodil yellow inside).

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A series of figure-candlesticks new in concept.

Other candlesticks that strike a new note and permit a new use of this old subject.

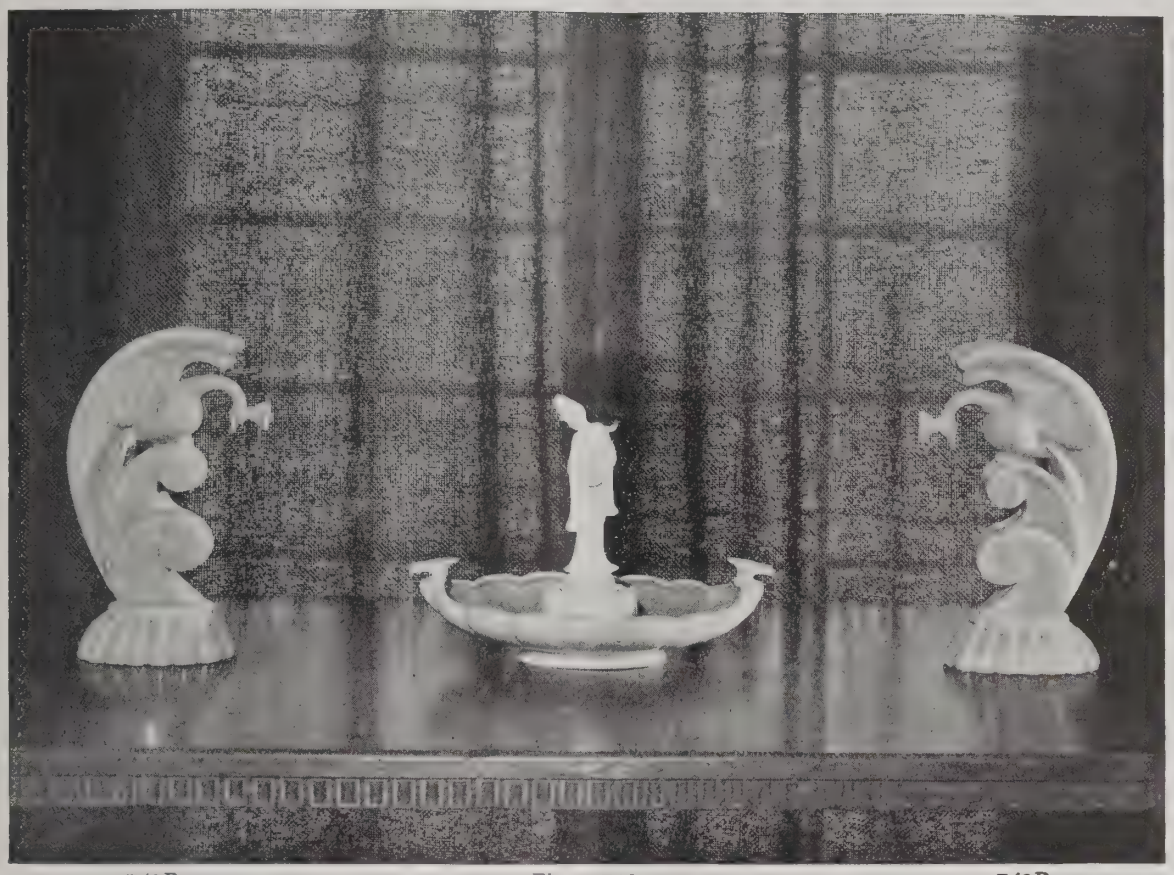
Entirely new ideas in flower holders and flower arrangement. In one of these the whole ensemble of bowl, flower holder, figure and candlesticks is so condensed and is regarded in such a new way that an invention patent has been applied for.

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749B *Figure 718* 749B
Bowl 739

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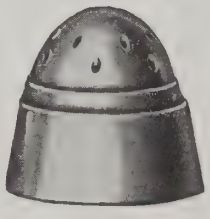

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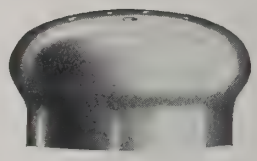
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DOLLS AND TOYS
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Vol. 104 February 3, 1927 No. 5

AS THE EDITOR SEES IT

A Barometer for Business

As a means of determining with some degree of accuracy what the country will need in the way of commodities and manufactured supply of all kinds of Department of Domestic Distribution of the U. S. Chamber of Commerce has set itself to the task of determining what business figures will serve the purpose of a business barometer.

Hand-to-mouth buying, keeping only a pace ahead of actual popular needs, has transferred the burden of preparing for the future for the merchant to the manufacturer. The retailer buys less. The multiple warehouses, represented by his stock rooms and display shelves, are no longer over-crowded. His reserve stocks the jobber may carry, but jobbers' warehouses are no longer bulging.

The manufacturer protests that he cannot regulate his production and adjust it to this uncertain demand. He cannot manufacture a steady flow of goods without assured outlets to relieve his stock rooms.

He is groping pretty much in the dark because he has only vague information concerning the number of wholesale and retail establishments, the amount of sales,—in brief, what the public needs and how rapidly its needs are being supplied.

What business figures are necessary to present an adequate picture of trade at given intervals is the question which the National Chamber has taken up with a view to determining when bad business weather is brewing and it is advisable for the manufacturer to reef his sails or to put out more canvas to keep pace with public demand.

Pooling Credit Information

To make easier the task of the merchant entering foreign trade fields the International Chamber of Commerce, largely upon the initiative of its American Section, has undertaken to make a compilation of the most trustworthy sources of credit information in the forty countries represented in the organization.

Each of the National branches will submit a list of the sources within the particular country which, in the light of actual business experience, have proven to be the most reliable, together with foreign sources of demonstrable value in the international trade of the country. All of these will be brought together at the headquarters of the International Chamber at Paris, and be made available to business throughout the world. In this way, it is expected, the ordinary business risk of the manufacturer or trader selling his goods abroad will be minimized and international trade generally will be safeguarded.

CAUGHT IN THE NEWS NET

AN announcement of considerable interest to the trade is that the Jeannette Glass Co., Jeannette, Pa., has opened their own New York display with a full line of samples on exhibit in the showrooms of E. W. Hammond, 10 West 23rd St. The rear end of Mr. Hammond's showrooms are devoted to the exclusive showing of the Jeannette line which is in charge of Carl F. Silber, of the Jeannette sales department.

M. J. Simon, china and glassware buyer for H. Plager & Sons, Hackensack, N. J., was a visitor to New York Monday. Mr. Simon declared that the china and glassware buying in the suburbs was very active considering the season.

E. W. Hammond now has the Atlas-Globe China Co. lines attractively installed in his showroom at 10 West 23rd St. A new shape which the veteran manufacturers' agent is displaying with pride is the Broadway. Alongside this new shape, which by the way is unusually attractive, Mr. Hammond has arranged a photo of a very stunning young lady, lightly garbed. "The two best shapes on Broadway," declares Mr. Hammond when showing the shape to a prospective buyer, with the result that a sale usually follows.

Lee Zugsmith, of the B. Tomby & Co. sales force, has returned from the middle west where he engaged in a successful selling trip. He will remain in New York for about a month before going out again.

L. S. Hinman, American manager of Theodore Haviland & Co., 26 West 23rd St., sailed last Friday aboard the *Majestic* for France, for a short visit to the factory at Limoges.

W. J. McKenna, of the McKenna Bros. Sales Corp., arrived back at headquarters on Wednesday of this week.



This shows the beautiful display of the Westmoreland Glass Co. in the Assembly Room of the Fort Pitt Hotel, Pittsburgh, during the January Exhibit. The Westmoreland line is always a special feature of the show and this year seemed even more interesting than ever. It took 115 barrels to pack the samples shown at the Exhibit.

on completion of the Pittsburgh Show, Mr. McKenna barked on a sales trip through the middle west which led with his return here. Robert O'Connell also of the Kenna firm arrived back from Pittsburgh last week.

Axel G. Lober, who is well and favorably known oughout the trade through his many years' association h the Royal Copenhagen Porcelain Co., as American nager for the concern has recently been appointed sales nager for the Ceramic Flame Co., Westhampton Beach, I., manufacturers of art pottery that is entirely unique, that its beautiful natural lustre color is derived solely m the control of actinic rays of pure heat, thus making of a rediscovery lost to science for two thousand years. . Lober has opened a salesroom and office at 1 Madison enue.

---

ffective January 1, Frederick Skelton, manufacturers' resentative, 200 Fifth Ave., assumed the representa- of the line of the Perfect Glass Co., Cameron, W. Va., he New York market. This factory is operated under management of William D. Stone, formerly connected h the Athens Glass Co., Morgantown, W. Va, In fu- e the concern will confine themselves to producing a line of specialties in crystal, colors and combinations. ull sample line is expected at the Skelton showrooms in the next week.

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lifford R. Ham, who recently joined the traveling staff Geo. F. Bassett & Co., is scheduled to depart within next week on his initial trip for the firm. He will call he trade in Chicago and middle west.

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ne buyer who has traveled a considerable distance to t this market is Henry F. S. Rose, who was in the last week making purchases for the Myer Emporium, ., Melbourne, Australia. Mr. Rose expects to remain New York about ten days.

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hn W. Gillies, manager of production for the Mercer tery Co., Trenton, N. J., paid a flying visit to New k on Friday of last week to confer with Geo. R. Nixon he concern's New York office.

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eorge B. Fowler, traveling representative for the ner Laughlin China Co., East Liverpool, O., spent day and Tuesday of this week in New York calling he trade. He left here Tuesday night for Philadel- ., from where he will return to the factory.

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eo. R. Nixon, New York manager for the Mercer ery Co., returned from Pittsburgh on Friday of last ek. He reports that the concern's new Queen Anne e which was shown for the first time at the Exhibit, very favorably received by the trade.

A new line of Syracuse China dinnerware for 1927 is now being shown. It includes an interesting range of original patterns in both over-glaze and under-glaze treatments.

Some of the unusual color effects under the glaze represent a noteworthy ceramic achievement. Designs are decalcomania and hand-filled. They are presented on the distinctive Old Ivory body which has recently been developed — a true ivory in tone, beautifully translucent and with a brilliant glaze.

Every step from the creation of the decorative motif to the finished piece of china has been executed by expert designers, skilled potters and experienced decorators in our own organization. Onondaga Pottery Co., Syracuse, N. Y.; 342 Madison Avenue, New York City; 58 E. Washington Street, Chicago.



WHAT THE POTTERIES ARE DOING



January Sales Below 1926 Volume

NOW that the January buying season is a matter of history, manufacturers and salesmen are directing their attention to the distribution of dinnerware through the usual channels. Sales for January, Generally speaking, did not reach the total volume revealed by records of a year ago, but this situation was discounted by many in the trade before the season actually opened.

Many patterns were scheduled on firmer lists because of production costs, and these scales have been arrived at through a general cost system survey. Those distributors who came into the market with the expectation of finding a lot of "specials" and "close-outs," so-called were doomed to disappointment it appears, for little if any such goods were to be had in any quarter.

It is conceded by the manufacturing trade, however, that sufficient business has been booked to insure rather active operations during the first quarter of the new year, and as road salesmen are now starting out additions to the volume now on hand are bound to follow.

Quite a lot of confirmations are now coming through from those interests who were represented in the market during the early part of January, and as many department store buyers took memos only when in the market, final orders were not written until they returned to their home offices. Receipt of these confirmations will continue for some weeks to come

New sprays and medallion decorations proved quite popular with a number of distributing interests last month, but the fact should not be overlooked that the higher grade border patterns were also in excellent demand. On some of the more older but popular patterns rather liberal open stock spot orders were placed, and in some instances confirmation remains to be received from other buying interests for like goods. That normal dinnerware production will be maintained in the majority of the semi-porcelain plants during the first three months of the year is generally conceded.

New Hopewell Offering in Demand

Although the new colonial-effect shape of the Hopewell China Corp., Hopewell, Va., has not been given a name, this new offering had a rather popular demand during January. The old or "Dixie" shape of this factory is to be continued, and both shapes are now to be had in a number of exclusively controlled treatments.

Sol Ostrow, general manager of this factory has announced that this plant will not enter into the production of an ivory body, and will continue to make a feature of a white body exclusively.

W. R. Renouff, who assisted Mr. Ostrow at the Pittsburgh show left for the road as soon as the market season closed last week, and is now showing both shapes.

Wise Vaughn Makes Owls Bright

When Frank H. Vaughn hit upon a new idea that had to do with the brightening of the display of the Brush Pottery Co., Zanesville, O., at the Ft. Pitt Hotel, Pittsburgh, Pa., during January, he suggested to George Brush general manager of this factory that "a few" of the "Owls," a new item in the art pottery line of this factory be fitted out with an electric attachment and bulb. "It will help in the display," sugested Mr. Vaughn.

"Go ahead and do what you want," came from Mr Brush.

Vaughn then took a "flock" of "Owls" under his arm to an electric shop at Zanesville, and in a few days the Owls were so equipped with bulb and wire so they could be attached to any light socket. In due course of time they were taken to Pittsburgh and formed a part of the display of this factory.

"How much for the owls?" queried about every buyer who entered the Brush Pottery Co.'s room.

"Can't tell. Just come in and they haven't been priced.

On and on similar inquiry was made by the visiting trade.

When Mr. Brush first visited the Pittsburgh display he was told of the inquiries for the Owl lamp.

"There you go again," chimed Mr. Brush. "See what you've done? Got me into more trouble."

While the Owl was not designed originally for a lamp nevertheless the idea af Mr. Vaughn has gone over so big that the Owl lamp is expected to be soon included in the line.

"Well, it shows what an idea is liable to do anyway" came from Vaughn.

C. A. Elissen Appointed Buyer

C. A. Elissen has been named to succeed Henry V. Hagle as dinnerware buyer for the Chicago Sears, Roebuck Co., house, it is reported here. W. V. Anderson formerly assistant to Mr. Von Hagle will continue as assistant to Mr. Elissen. The future plans of Mr. Von Hagle have not been announced.

Lure of Exhibit Gets George Mitchell

George C. Mitchell, of the Pope, Gosser China Co., Chocton, O., did not stay away from the Pittsburgh ery and Glass Exposition, although this factory did maintain a display there. Mr. Mitchell spent several s at the Ft. Pitt and Wm. Penn hotels mingling with acquaintances.

Albright Decorating Continues in Action

The decorating department of the Albright China Co., rollton, O., continues in operation although this plant t on a production basis in the clay department. Ware- e stocks are being reduced before additional ware is through the kilns. Six controlled dinnerware patterns being featured on the three different shapes of this for the current season, it has been explained by I. E. cks, general manager of this factory.

Marcus Aaron's Daughter Marries

nouncement has been made here of the marriage at burgh, Pa., of Miss Fannie H. Aaron, daughter of and Mrs. Marcus Aaron, president of the Homer hlin China Co., and Louis K. Friedman, which took at the Concordia Club. Mr. Friedman is associated executive capacity with one of the large retail store cates. Among those attending the event from this ct were Mr. and Mrs. W. E. Wells, Sr., Mr. and Joseph M. Wells, Mr. and Mrs. Edwin Wells, Jr., Mr. and Mrs. Arthur Wells.

A. V. Bleininger Lectures on Ceramics

A. V. Bleininger, head of the research department of Homer Laughlin China Co., delivered a lecture the ng of January 27th before the Ceramic Class of the Liverpool high school. Mr. Bleininger spoke on and glazes and the allied subjects. Ever since he e identified with the Homer Laughlin organization Bleininger has been extremely active in the effort to young people who are interested in ceramics, in the cal side of the art, and evidences of his success in irection are quite outstanding.

Inventor Explains Electric Heated Kiln

operation of a tunnel kiln, 60-feet in length and te electrically was explained by the inventor, C. W. e, of the Morgan Crucible Co., London, Eng., who te the Homer Laughlin tunnel kiln plants at Newell, ., a few years ago accompanied by A. V. W. Odle- g, president of the Gustavsberg Porcelain Co., of Gus- vsberg, Stockholm, Sweden.

Mr. Spiers explained that the kiln is used for both glost and decorating firing, and in putting through cups per week through these kilns the loss is less ne per cent.

In this connection it is recalled that the late J. T. Smith, formerly with the Smith, Phillips China Co., worked on plans for an electrically heated kiln.

Knowledge

R & H long ago saw that proficiency in the "Three R's" of production was not enough. To meet the complexities of modern enamelling we were convinced that only the most intensive search for facts and their application to enamelling processes, would insure satisfactory results. R & H Ceramic Chemicals, Minerals and Oxides thus bear the scientific imprint.

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Clarence Bauman Visiting Sebring Pottery

Clarence Bauman, Los Angeles, Calif., representative for the Sebring Pottery Co., and who spent the January sales season at the Pittsburgh exhibit of this firm, has been spending a few days at the home office before returning to the coast. Mr. Bauman was formerly a resident of this city, and in his earlier years was associated with the old Globe Pottery Co. He has been located at Los Angeles for the last few years.

C. C. Thompson Featuring Three Shapes

Three dinner shapes are being featured this season by the C. C. Thompson Pottery Co. Their most recent creation is their "Francis" shape, and which was preceded by the "Stafford" which was brought out a year ago and the "Aladdin" shape, which was featured two years ago, and which still continues in active demand. The three shapes have been put out this season in an entire new assortment of treatments, both sprays and borders.

Cold Weather Causes Gas Shortage

On account of the severe cold weather which prevailed in the East Liverpool part of the Ohio Valley last week, the supply of natural gas for kiln firing purposes was denied manufacturers. Not until Friday of last week was it possible to again continue the use of this fuel. The supply of gas was conserved by the distributing interest for domestic purposes solely.

(Continued on page 38)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



A. G. & P. M. Re-elects All Officers

THE last of the exhibits at the Ft. Pitt Hotel moved out last Wednesday, the belated ones being the Westmoreland Glass Co., and the Brush Pottery Co. Other manufacturers and salesmen either sold their samples to local distributors or returned excesses to factories and then the trunks of salesmen were packed with the usual line of road samples.

Before the close of the exhibit season closed the Associated Glass & Pottery Manufacturers held their annual meeting at the Ft. Pitt Hotel, and all former officers were re-elected with J. M. Hammer being retained as show manager, he having occupied this position since the Association was formed.

It is reported that some of those who exhibited lines at the William Penn Hotel this season have sought space at the Ft. Pitt for the 1928 show. These reservations have been filed at the office of Mr. Hammer.

Says Japs Are Sentimental, Peaceful People

Dr. Arthur L. Day, vice president of the Corning Glass Works, Corning, N. Y., and well known among glass manufacturers as a renowned chemist, speaking before the Lion's Club at Corning, about his recent journey to Japan, declared that "the Japanese people are a sentimental, sympathetic people with a proud civilization and they are just as peaceful in their intent as any of us."

Dr. Day, who resides at Washington, D. C., is now engaged in scientific work for the Government, and was a member of the international congress of scientists, numbering about 120 men which recently visited Japan upon an invitation from that Government.

New Glass Company in Field

Announcement has been made among the trade here that Firman M. Reeves, as receiver for the Kimpton-Haupt Glass Co., at North Millville, N. J., has arranged to sell that property to a new interest. The factory was formerly under the management of Charles F. Kimpton and was in the production of jellies, novelties and specialties. Accompanying the report of this proposed sale came the story that the new owners would manufacture a line of fancy glassware and novelties.

Walter Campbell Retires from Glass Business

Walter Campbell for many years a salesman for the United States Glass Co. and who was in the agency business at St. Louis, Mo., later, is now located in Pittsburgh in a new line of business. He has announced his permanent retirement from the glass industry.

Sample Lines Removed to Permanent Showrooms

Several of the 1927 sample lines displayed at the Pitt Hotel during January have been removed to the p manent sample rooms of the George R. West Sales C Liberty Avenue, these particular lines being represen in Pittsburgh by the West sales organization. Salesm from this office will immediately start over their te tories and will carry an entire new line of samples t season.

Indiana to Place New Tanks in Operation

Within a few weeks three large tanks will be in ope tion at the plant of the Indiana Glass Co., Kokomo, I The No. 3 tank at this factory is now undergoing extens repairs, while the No. 1 and 2 tanks are now in prod tion. A number of additions have been made to the li in this factory this season, including a series of colo decorated novelties.

Duffy-Powers Company to Continue Busine

Just as the January market was closing in Pittsbur the report was received from Buffalo, N. Y., that Fede Judge J. R. Hazel had authorized James P. Duffy a Frederick T. Pierson equity receivers for the Duffy-Po ers Co., Inc., department store, Rochester, N. Y., to co tinue the business until Feb. 16. This was for the purp of obtaining a time extention in order to work out t details of the financing of the proposed reorganization the business. The court has been informed, however, th plans for the financing program are now being work out satisfactorily. James P. Duffy will be the preside of the new company, it is said.

Blue Ridge to Erect Additions

The Blue Ridge Glass Corp., Kingsport, Tenn., h awarded contracts for the erection of several plant ad tions. These will be of reinforced concrete and steel c struction. This plant is under the direction of F. F. Sh terly as factory superintendent.

Corning Glass Second in No-Accident Cont

In a state-wide no-accident campaign held recently New York State, the Corning Glass Works at Corni N. Y., won second place among the industries of state. The officials reports show very little difference tween first and second place honors.

J. H. Hillick Managing Frank A. Empsall Store

Sales managers of flint glass factories have been informed that J. H. Hillick has been named as resident manager of the Frank A. Empsall Co. store, Watertown, N. Y. Mr. Hillick for the last ten years has been identified in an official way with the W. T. Grant Co. syndicate, and at Watertown will succeed Carl Doran. The latter has been promoted in the Empsall organization and will become managing supervisor and buyer for several departments. The change became effective Feb. 1st.

ctive Production for Three Months Assured

Flint glass plants, as a result of the business booked during the January market have sufficient business in hand to insure active production for three months at least, and in some instances for a longer period. Several lines shown here last month produced a much larger volume of business than a year ago, and in one particular instance sufficient business is in sight for one plant to keep the factory going steadily for the next six months.

During the last few years the demand for colored glassware has been a strong factor in bolstering the market, and the same situation obtains this season. This line has been selling exceptionally well, and with new specialties added to the former lines the producers of such lines are further optimistic anent the outlook for increased volume of business during the current year.

Blown and stemware business at this time is declared to be good, with the two-tone ware as shown this season being a very good request. Confirming orders have commenced to come into the factories in rather actively during the past week, and on memos taken by buyers during their visit to this market last month.

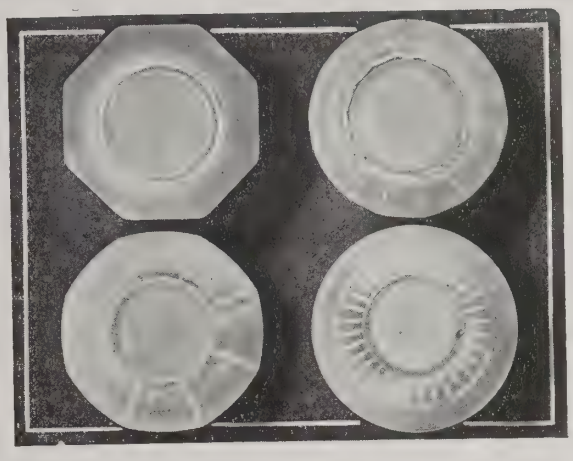
Huntington Featuring Two-Tone Stemware

The Huntington Tumbler Co., Huntington, W. Va., is making a special feature this year of two-tone stemware and in quite a variety of patterns. The line of this factory is much more extensive than formerly.

Pittsburgh Stores Selling Sample Lines

Pittsburgh department stores took over many sample lines of glassware after the close of the Pittsburgh exhibit, and these goods are to be placed on immediate sales. Several of these distributing interests have bought these same lines for some years back, and the sales have always been preceded by liberal advance publicity.

By placing these sample lines on sale, department managers have been able to increase sales of other department goods, and it has always followed that the exhibit sample lines have always sold out quickly.



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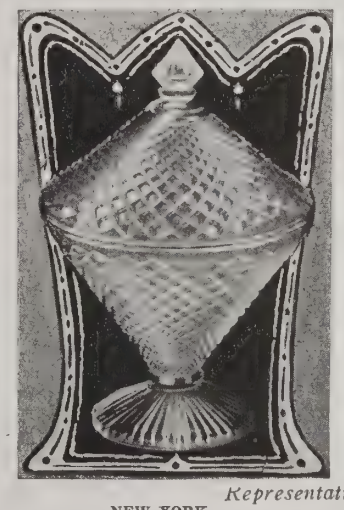
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Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the fourteenth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

AGAIN it appears advisable to devote practically the entire article to the answer of readers' questions. As most of the text has already been covered in previous articles, it is believed that the questions and answers will be of more practical benefit at this time than a general explanation of some of the parts of the law.

A good many of the questions that have come in have reference to the exemptions that are allowed, the earned income credit, and the conditions that require the filing of a return. Let me briefly summarize the rules in these matters.

Exemptions

As far as exemptions are concerned, a single person is entitled to $1,500, and a married person or head of a family to $3,500. The married man's exemption of $3,500 is for the husband and wife together. Where they each file separate returns, the $3,500 can be divided between them in whatever amounts they deem best.

Earned Income

The earned income credit is an allowance of 25 per cent of the tax computed on the basis of the earned income being the total income. The maximum amount that can be considered as earned income is $20,000; the minimum is $5,000. As a general proposition, however, the earned income credit must not exceed 25 per cent of the tax that would be otherwise payable.

Filing Returns

And now on the question of making returns. Returns must be filed in all cases, irrespective of the amount of the net income, if the gross income exceeds $5,000. If the gross income is less than $5,000 then a return must be filed in the case of a single person if the net income exceeds $1,500, or in the case of a married person if the net income exceeds $3,500.

The setting forth of these principles will, I believe, answer many of the questions that have been put to me. For that reason, the specific questions will not be published.

QUESTIONS AND ANSWERS

Husband and Wife's Return

Q. My wife and I have made it a practice to file separate income tax returns. Two years ago we bought a piece of real estate and title to it was put in both our names as joint tenants. About a year later, in the early part of 1926, we sold it at a considerable profit. Is there any reason why, in filing our tax returns this year, we should not split the profit, entering one-half on the wifes' return and one-half on mine? A small profit on a building in which we made our home and which was similarly held in both names as joint tenants was divided between the two returns a year ago; that is, for a sale in 1925. Having heard nothing from the income tax bureau in this regard, can I go on the assumption that this division was allowed, or was the return filed too recently to have yet been passed upon certainly? H. N.

A. The profit may be divided in the manern that you mention. With respect to your 1925 return, the probabilities are that it has not yet been audited. However, under the facts as you describe them, there is no reason why the division of the profits should not stand.

Interest on Installment Purchases

Q. I signed two notes for a total of $3,000, for which when paid in full I am to receive 30 shares of stock. The contract reads as follows: To pay 10 per cent down and 10 per cent per year on the original principle until paid in full. Interest at the rate of 6 per cent to be charged on the remaining balance. Can I consider the interest I pay on the notes a personal indebtedness and deduct from my income? H. C. F. G.

A. You may take the interest as a deduction. Practically all interest paid by a taxpayer is deductible.

Previous Net Losses

Q. In my income tax return for the year 1925 I declared losses greatly in excess of my income. Can I now claim this surplus of losses for 1925 to partially offset my profits collected in 1926. Also during the year 1925 I had other stock losses that I did not put in my income tax returns. Can I now deduct these losses from my 1926 profit? H. P.

A. Your 1925 net losses on stocks may not be offset against your 1926 income unless your business is that of buying and selling of stocks. In any event, you cannot deduct in your 1926 return losses that you should have reported in 1925. If your business is trading in securities, the thing to do is to file a corrected 1925 return and then apply the net loss there shown against the 1926 profits.

(Continued on page 38)

What's New in New York Showrooms

A Splendid Showing of Service Plates and Tea Sets

With a general house cleaning completed, new samples substituted for old and their show room spic and span, ready for the trades' inspection, the importing firm of Heinrich and Winterling Inc., 49-51 West 23rd St., now have their complete 1927 sample line on view. Included in their offering their exhibit of service plates is deserving of special mention. Here nine brand new patterns are featured which are the products of the Heinrich & Co., factory, Selb, Bavaria. They are shown in beautiful original border decorations prominent among which are such lovely colors as rich blues, ox blood, green, yellows and pink, as well as ivory, that serve as excellent back grounds over which floral treatments and gold encrustations further add to their beauty and quality. One particular decoration that instantly catches the eye is that which combines a half inch deeply etched band border on an ox blood back ground. The design of the etching is of Grecian type while the center of the plate is in plain white. The effect of this is most charming. Another pattern deserving special mention shows two wide solid green borders on either side of a center floral band about a half inch in width. This center band features a rose and daisy floral combination in delicate tints while a gold edge line finishes this piece off perfectly. In addition to their new service plate exhibit the firm also have some pleasant surprises in brand new lustre tea sets. A variety of many new ideas in decorative effects is to be seen, which are most original in their conception. The line is one that will at once appeal to the most critical. The tea pot has a bulge base, slightly convex sides and stands about eight inches high. The cover is tall and rounded upward meeting at the base of a tall pointed knob. A graceful curving spout and handle complete the shape in a most pleasing way. Among the decorations to be seen is one featuring a figured medallion showing a cherub in white against a blue back ground. An orange band is utilized around the top and bottom with gold handles and a combination white and gold knob. This, as can be readily visualized, is charming in its effect.





Postley Showroom Decidedly Improved By Alterations

The Chas. A. Postley Co., Inc., 35 West 23rd St., are to be congratulated upon the excellent improvements, both as to increase of space and all around general appearance, that have been made to their showrooms. Extensive alterations have now been completed and as a result one would hardly recognize the place so marked is the change that has taken place. The old office which was formerly located in the rear right hand corner of the floor has been entirely done away with and instead a balcony has been built along the right side of the room which allows for a private office for Mr. Postley as well as adequate room for his office staff. This change has permitted for a much larger increase of floor space for the display of the many Postley lines. Most attractive display sections have been built around the sides of the room in which are shown individually and separately each class of merchandise the firm handles. For instance one section shows nothing but an excellent line of wrought iron fern stands and aquariums in a wide range of designs and sizes, while next to it may be found a large selection of bird cages to suit every possible purpose. The center of the room has been utilized in the best possible manner and here may be seen their new line of furniture, both finished or unfinished such as folding tables, end tables, wall book shelves and such like. Large sample showings of baskets, bath room fixtures, and irons and a wide range and selection of nearly every household item imaginable are to be found. One item which is entirely new and the product of a Chicago manufacturer is a bath scale, the sample of which has only been received. Another item is that of a new umbrella stand decorated in high colors which can be profitably retailed for a dollar.

Unique and Beautiful New Lines at Kupper's

Arriving at the conclusion that a decided departure from previous years in shapes and decorations would be necessary for the 1927 season, the importing house of Herman C. Kupper, Inc., 39 West 23rd St., have instituted some radical changes in their new seasonal offerings. But radical as these are the beauty and originality of the items have been materially improved upon in every way as a result. This statement may sound inconsistent when considering the excellence of their offerings in years past. Quite in keeping with this policy is the Hampton Ivory

(Continued on page 38)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Chicago Shows Attract Buyers

THIS week was a busy one for the Chicago trade. Three merchandising shows all in operation during the present week brought in more than 1,000 buyers who were interested in glass, pottery, lamps and housefurnishings. The Eastern Importers and Manufacturers have an extensive and attractive exhibit at the Palmer House which will continue until February 12. The Glass-Pottery, Lamp and Housefurnishing Association Market Event is also under way this week, closing on February 5th. The Annual Housefurnishing Exhibit opened on Monday of this week in the Sherman Hotel and will continue through the week. All of these buying events, with their extensive array of new merchandise, offer the buyers a splendid opportunity to select their Spring stocks.

Among the buyers visiting Chicago during the past week and calling in the local permanent display rooms were: Paul Zimmerman, Piqua, O.; M. Meyer, Marion, Ind.; R. H. Gregory, La Peer, Mich.; G. L. Mann, of Maquoketa; O. L. Foster, of La Fayette, Ind; H. O. Henderson, of Miller & Payne, Lincoln, Nebr.; F. C. Dixon, of Chanute, Kan., and Otto Burkland, Moberly, Mo.

The Globe Department Store, 4257-63 Archer Ave., was incorporated recently with a capital of $25,000 to conduct a general department store business. The incorporators are Nicholas Klein and Abner Goldenson.

The Spiegel Furniture Co., 6147 S. Halsted St., was incorporated recently with a capital of $50,000 to manufacture, buy, sell and generally deal, at wholesale and retail in all kinds of goods, wares and merchandise. The incorporators are Sadelie Spiegel, Eugene Spiegel and Bernard M. Epstein.

The Metalarts Studios, Inc., 703-05 Fulton St., Chicago, who filed a bankruptcy petition recently, are now rearranging.

A small loss by fire was sustained recently by the Warren Edwards company, dealers in chinaware, located at 1029-39 North Clark Street, Chicago.

Announcing Our New Show Rooms in the American Furniture Mart



We wish to announce the opening of our new Show rooms in the **American Furniture Mart Building,** 666 Lake Shore Drive, where we will show for the first time our Ivory Body Ware in our **New Rosemont** creation which will speak for itself, for its exquisite coloring and an unusually attractive price will quickly build business for you.

Be sure to pay us a visit

SHOW ROOMS
AMERICAN FURNITURE MART BLDG.
666 LAKE SHORE DRIVE

Space 512 Phone: Superior 4100

Phone
Hemlock
1000

THE STETSON CHINA COMPANY

Offices and Factory 1751 W. 74th St. CHICAGO

WHAT TO BUY AND WHERE TO BUY IT IN —

CHICAGO

A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

The Gibson Furniture Co., located at 1500 Broadway, attoon, Ill., was recently incorporated with a capitaliation of $50,000. The company is engaged in the general tail furniture business, and household furnishings. The corporators are: Aden K. Gibson, Mabel L Gibson, and arah Turner.

August Show Announced

The Sixth Annual Chicago Gift Show will be held at e Stevens, Michigan Boulevard, Seventh to Eighth Sts., hicago, August 1 to 6, 1927.

Displays at the August, 1926, Chicago Gift Show occued over three hundred rooms, attended by more than venty-five hundred buyers representing gift shops and ft departments of larger stores.

Announcemnet of the holding of the show at the Stevens arks its removal to the largest hotel in the world. In the tevens the association is enabled to furnish more rooms id more large rooms for exhibit purposes without inreasing the number of floors occupied by the displays.

The Stevens, located on Michigan Boulevard, overlookg Grant Park and Lake Michigan, furnishes an ideal setng for the show. It is the largest and greatest hotel in e world, has three thousand outside rooms, each with ith and circulating ice water, and contains more space evoted to public use and service than any other hotel in istence.

The show will be held on the fifth, sixth and seventh floors. Registration will be conducted on the seventh floor, and many exhibitors requiring large rooms will be located on the fifth floor, where the rooms are especially equipped for merchandise displays.

An adequate advertising campaign of direct mail and trade paper publicity in the interest of attendance at this show is already in the course of preparation by the publicity committee.

The officers of the Gifts, Art Wares and Novelties Association are: President, E. W. Steinbeck; First Vice-President, Benjamin Marcuse; Second Vice-President, Walter Larsen; Third Vice-President, Mrs. E. D. Leavitt; Treasurer, Malvin Flesham; Secretary, Louis Kollisch. The offices of the Association are now located in Room 1650-53 West Jackson Blvd., Chicago, Ill.

Turner Expands Sales Force

James Jones, formerly with the United States Glass Co., is now associated with George Turner, manufacturers' representative, 17 N. Wabash Ave., Chicago. Mr. Jones will cover the territory embracing Illinois, Iowa and Wisconsin with the Turner lines. Max Gartner, for some time associated with the trade, has also been added to the selling force and will work in the outlying districts of Chicago and the suburbs. Geo. Turner's organization is now representing the Stubenville Pottery Co. of The Utility Glass Works, the Diamond Glassware Co., the Wheeling Decorating Co. and Rebel & Frank, Inc.

Too Successful to be left out!

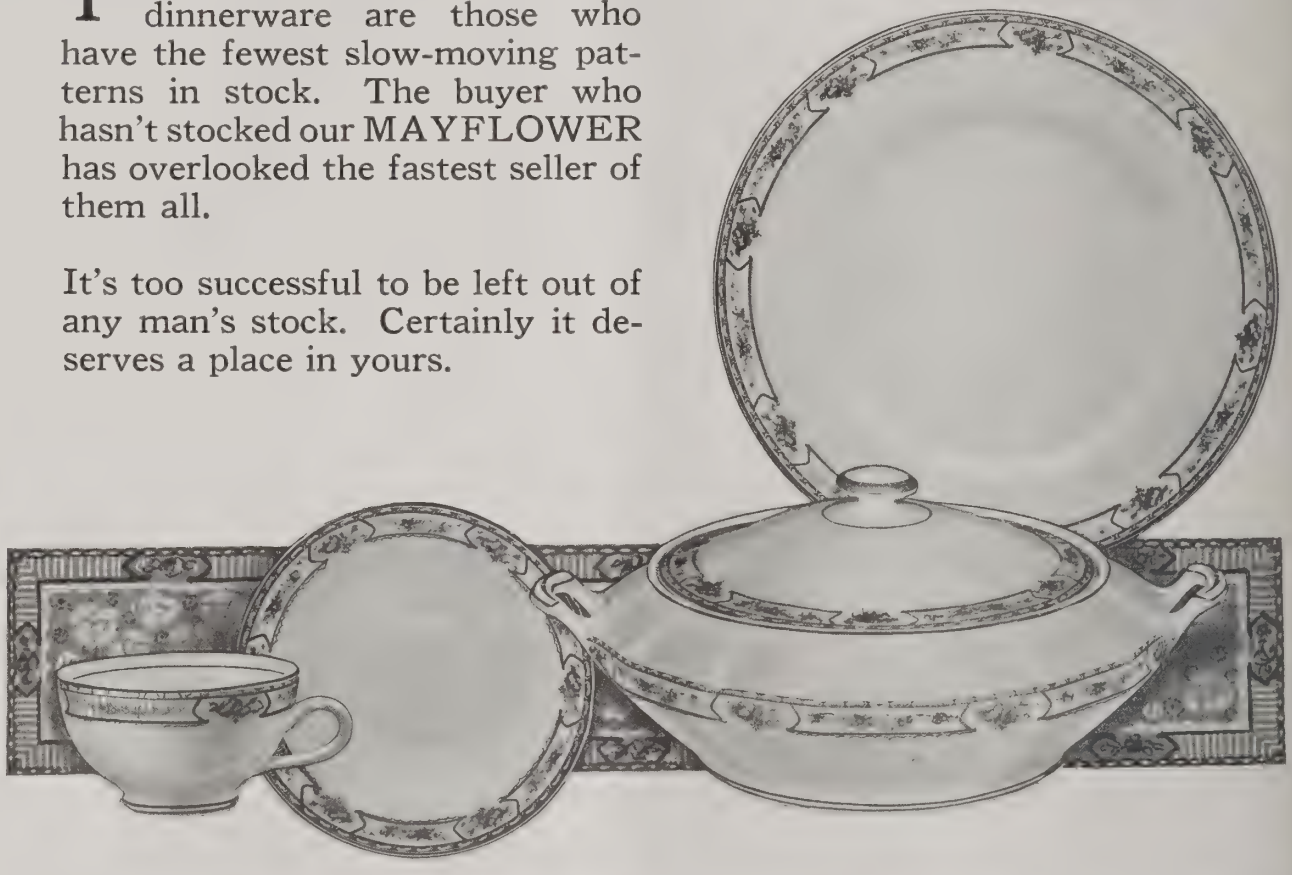
BY INVITATION MEMBER OF

Cited for value. This emblem is a decoration of merit.

NEW YORK, U.S.A.

THE most successful buyers of dinnerware are those who have the fewest slow-moving patterns in stock. The buyer who hasn't stocked our MAYFLOWER has overlooked the fastest seller of them all.

It's too successful to be left out of any man's stock. Certainly it deserves a place in yours.



VITREOUS VITREOUS

392 Pattern—A conventional broken border of exceptional loveliness. Roses and forgetmenots in blue and two toned pink and yellow employed with fine lines of light blue as a back ground. A figured connecting outer border of white, black and brown, a gold edge and gold embellished knobs and handles completes as dainty a decoration as one could wish.

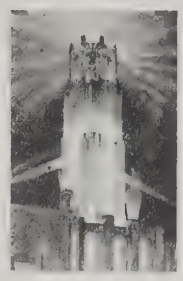
The Edwin M. Knowles China Company

EAST LIVERPOOL - OHIO



Entrance to Palace of Arts

PHILADELPHIA SECTION



The Tower of Light

Paul L. Larson

1104 Arch St., Philadelphia

Representing

HOCKING GLASS CO.
McKEE GLASS CO.
LANCASTER GLASS CO.
MOUND CITY GLASS CO.

Crystal and Decorated Glassware

JOHN A. NIXON

906 Filbert St., Philadelphia

Representing Leading Lines of Pressed and Blown Table Glassware and Pottery

Cambridge Glass Co.
Dunbar Flint Glass Co.
N. O. Cederborg Co.
Susquehanna Cut Glass Co.
Zanesville Stoneware Co.

Glassware and Pottery in Popular Colors with Gold and Iridescent Effects—Commercially Priced for Dept. Stores, Gift Shops and Jewellers



NOVELTY FISH AQUARIUMS

No. 106 B
Oval Aquarium with Black Glass Stand
Holds 3 Quarts

Ask for Circular Showing Full Line Black Glass Stands and Iron Stands

GILLINDER & SONS, Inc.
Tacony Philadelphia

Philadelphia Trade for January Good

TRADE in Philadelphia for January has been generally good. Most of the stores will show a gain in sales for January over the previous January. A good many of the buyers attended the Pittsburgh show and placed substantial orders for Spring business, previous to their leaving for Europe, as most of them expect to leave within two or three weeks.

Wm. C. Byrnes left January 31st for his regular trip through New York State, starting at Syracuse and ending at Buffalo. He expects to be gone about three weeks. In addition to the Central Glass line he will carry with him the line of the McDonald Glass Co.

George Walker, agent for the Susquehanna Cut Glass Co., for Pennsylvania, left on January 6 on his regular trip around his territory, to be gone about two months. He expects to return by March 10. Mr. Walker had one of his most prosperous years last year with this line and looks forward with hope to beat last year's figures.

Arthur Lit, of Lit Brothers, is wearing a very pleasant smile the last few days, no doubt due to the fact that he has been informed by the store of some very pleasing figures covering his business of last year, which was very much of a gain over the previous year's figures, and which was the best year he ever had. He is looking forward with much pleasure for better results this year and has just closed his January books with a result that is better than January of 1926.

John A. Nixon has recently added to his lines the Harker Pottery Co. East Liverpool, O., one of the oldest potteries in America, making semi-porcelain dinnerware in both white and ivory. They have recently put out some new and exclusive designs on their new Melrose shape in ivory body. He has also taken on the line of the Perfect Glass Co., Cameron, W. Va., who make a line of lime blown stemware in colors and two-tone effects with both drawn and pressed fancy stems.

The National Gift and Art Show will hold their Spring Exhibit at the Adelphia Hotel, February 28 to March 5. It is the oldest established national wholesale market of gift and art merchandise and the originators of the slogan "Every Day Is a Gift Day." Complete lines for the Spring and Summer trade will be shown.

GRIMWADES "YE OLDE WILLOW"



MODERN SHAPES GOOD WORKMANSHIP
UNIFORMITY OF COLOR

A VERY WIDE VARIETY OF ITEMS IN ADDITION TO THE REGULAR DINNERWARE ITEMS

DEALERS WHO STOCK GRIMWADE'S "YE OLDE WILLOW" WILL NOT CONSIDER ANY SUBSTITUTES

A Very Large Open Stock Always On Hand At Our Warehouse

ALSO ASSORTED PACKAGES

EACH PIECE STAMPED *"Ye Olde Willow"*

R. E. Tongue & Bros. Co., Inc.

SOLE DISTRIBUTORS U. S. A.

Allegheny Ave., Amber and Collins Sts.
Philadelphia, Pa.



WILLIAM C. BYRNES
Burd Bldg., Philadelphia, Pa.
Representing
CENTRAL GLASS WORKS

Makers of Fine Glassware Since 1863

OLD CENTRAL QUALITY

Two Tone Stemware
Pleasing Color Combinations
in
Old Rose, Green and Amber

Complete Assortment of Lunch Trays, Cheese and Crackers, Candy Jars, etc.
A High Grade Line for a High Grade Store

Standard Pottery Co. Dinnerware at Attractive Prices

JOSEPH TOMKINSON

1104 Arch St., Philadelphia

FOSTORIA GLASS CO.
DUNCAN & MILLER GLASS CO.
DRESDEN POTTERY C

Fostoria complete glass dinnerware colored and crys plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

Duncan & Miller Reproductions of early American glas ware colored and crystal.

Dresden Pottery Co., the new Apollo shape with ma attractive decorations.

FRED STOTT, Successor

Formerly

PEACOCK AND ROOP
1007 Filbert St.

Representing

Economy Glass Co.
Indiana Glass Co.
D. C. Jenkins Glass Co.
Westmoreland Glass Co.
Space Saver Dish Co.
Florence Silver Plate Co.

Lead and Lime Blown Stemware, Tumblers, etc., Pressed Hotel Tumblers, Tableware, etc., Decorated Glassware, Colored Glassware, Plain and Cut, Sanitary Space Saver Dishes and Fountain Supplies.

JOHN F. LANE

MANUFACTURERS' AGENT

BLOWN AND PRESSED BAR GOODS
TABLE GLASSWARE. LIGHT CUT
GLASS SPECIALTIES

Rooms 351-352 Burd Building
S. W. Cor. Ninth and Chestnut Streets
Philadelphia

Eastern Representative

The Federal Glass Co.

Specialty Colored Stemwa

Pekoe Glow, Burgundy, Green, Blue and Amber on foot and stem. Have above line in New Rose Cutting on spiral optic.

UNITED STATES GLASS CO.
705 Vandam Bldg.,
N. W. Corner 10th and Market Sts.
Philadelphia
Complete Line
Pressed and Blown Glassware
Lamps and Novelties
J. A. HEMPLE
Sales Representative

HARRY M. BORTZ
REPRESENTING
HEISEY'S GLASSWARE
FOR YOUR TABLE
FOR HOME FENTON ART GLASS DECORATION
Philadelphia Office
406 Vandam Bldg.
1005 MARKET STREET

Annual Pittsburgh Exhibit Closes

THE 47th annual pottery and glass market closed officially at Pittsburgh, Pa., last Thursday.

It is recorded that the number of people who isited the market this season was not as extensive as a ear ago, and that many of those who did come into the istrict took more memorandums than has been the usual ustom.

Those who were in the market during the first week f the big show are just beginning to send their orders o the factories, this referring to both dinnerware and lass lines.

Speaking in a general way the market was not as active his year as formerly, but in the dinnerware section this vas to be expected because of the firmness of the lists. Those buyers who sought specials were disappointed, and as a result the buyers began to entertain the view that he market had previously reached its low level and that t now had a decided upward trend.

In the glass section, however, while there was a noiceable inclination to adhere to firm lists, buying was lone with a little more freedom.

Some glass manufacturers booked a larger volume of business this season than ever before, it was reported by sales managers after the totals of all accounts were surveyed. With others business was normal, and with still others a smaller volume of business was booked than he records of former seasons show.

Quite a number of dinnerware manufacturers, as they were closing their exhibits here Thursday morning declared they were quite satisfied with the situation, and hat sufficient business was in sight to insure rather active operation of plants for months to come. In one instance, however, a manufacturer related that three months of solid dinnerware business was booked during the local market.

Art pottery manufacturers and those concerns featuring stoneware were also pleased with the volume booked during the three weeks of the market. There were many new specialties included in the latter lines, and these features gave such factories an added outlet to their production.

Colored glassware sold well throughout the market season. In fact this line predominated, yet the fact must not be lost sight of that new patterns in crystal blown and stemware and novelty items in the crystal line also were in very good request among all buying interests.

Some salesmen sold their sample lines, and will return to factory offices before going on the road for their first spring trips. Others re-shipped goods back to the factory, and after packing their trunks started on the road immediately.

All in all the total volume of business done during the opening of the 1927 market was quite satisfactory.

British Industrial Fair This Month

Buyers visiting the great Industries Fair which takes place this year in England, at London and Birmingham, may obtain a visit free of the usual charge of $10 by applying to the British Consul.

Visitors from 54 countries attended the Fair last year, and an even greater success is indicated this year when the Fair opens on February 21st. Many buyers will be taking in the Leipzig Fair on March 6th, after the British Industries Fair closes on March 4th.

Advance copies of the Catalogue will be ready shortly. Special pains are being taken to make these catalogues useful reference books, by classifying the articles on exhibit and putting them in several languages.

Special facilities are to be given for the transaction of business with comfort and speed. Information will be on hand on such questions as tariffs, shipping and transport, sources of supply, etc. Interpreters are provided free. There will also be a club for the free use of buyers.

The Fair will be held in two sections—one in London, organized by the Department of Oversaes Trade, and the other in Birmingham, organized by the Chamber of Commerce.

At the London section exhibits will include Cutlery and Silver, Glassware and China, Paper, Leather and Leather Goods, Toys, Sports Clothing, Scientific and Medical Instruments, Carpets, Chemicals, Tobacco, Textiles. At Birmingham there will be Cooking Stoves and Utensils and General Hardware, Machinery and Tools, India Rubber Goods, Paints, Metals of all descriptions, Tubes, Metal Furniture, Perambulators and Push Carts, Saddlery, Firearms, Architectural and Ornamental Metal work, and Ropes of all kinds.



See the leading pottery lines in one building—on one buying trip

Out-of-town buyers who come to The Fifth Avenue Building are offered the great convenience of making one buying trip suffice for their seasonal requirements. Whether their special line may be art and gift novelties, earthenware, lamps or glassware, they will find many firms displaying their needs here.

You are ten minutes by subway from the Pennsylvania Station, thirteen minutes from Grand Central. A subway entrance is in the building. Surface lines and busses pass the door. Two elevated lines are but two blocks away. The theatrical and leading hotel district lies within walking distance.

The **FIFTH AVENUE BUILDING**
Broadway and Fifth Avenue,
at Madison Square, New York
"More than an office building"

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903
MANUFACTURERS OF HIGH GRADE DINNER WARE
CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives
HERBERT K. CONNOR, East
CHAS. A. WEIDEMANN, West
ROY E. HENDERSON, President

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes



for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.

We guarantee these bowls as represented.

See Your Jobber or Write for Catalog

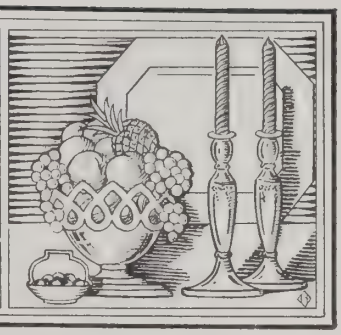
The Sanitary Sugar Bowl Co.

Manufacturers

7704 Tioga St. Pittsburgh, U. S. A.



EVERY DAY A GIFT DAY



EVEN though an illustrious bard has immortalized, "What's in a name," the significance of giving a Gift Shop a noticeable door sign is evident. Clever placarding has popularized certain shops in many districts through the originality of calling. In making a tour of remote districts, it is interesting to note the variety of names that designate these shops. Singular, to relate, however, a given name among a large circle of Gift Shops seems to be the most desired. For instance, Elyanna, Gertrude, Diana and numerous other familiar names greet the eye when one is passing through various localities that have been given shops to mark their being. This may be because the mistress of the shop has a penchant for a certain name or perhaps her own name may carry an amount of prestige in the neighborhood where the shop hangs out its sign. It might be a wise plan for a good caption writer to think up some unusual names to be used in the new shops springing up like mushrooms throughout the country. A catchy name is like any other infectious slogan, it often makes a shop. To be sure, all success of a shop does not hinge on its name, for if merchandise is not as noticeable as the title, the shop will eventually hang up its "For rent sign" and go out of existence in either event. We are living in a slogan age, where it is necessary to bring conspicuously before the public new methods of advertising. National advertisers are a convincing proof of what's in a name, for it is only necessary to witness some of the poster signs to realize to what extent significant names have been employed in order to bring about favorable reaction. Watching out for new ideas in christening your Gift Shop, may prove an effective beacon signal for the curious to "Lift up the latch and walk in."



The "Corner Shop." A Fascinating View of R. H. Macy & Co.'s Gift Shop Section.

Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By Beatrice Miller Wisner

Bronzes Of Rare Charm

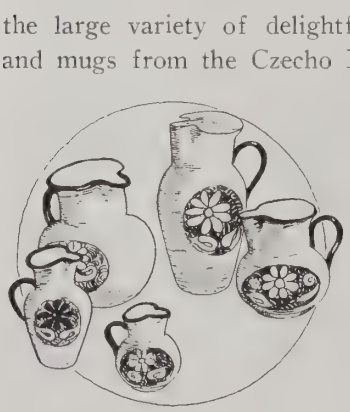
The value of bronze has been sustained through many ages and what nature has done to provide the beauty of this metal aided by time and the elements, is seen in its beautiful iridescent tarnishes. The inimitable reds, shades of browns and dullish purple and grey, and the unfathomable black, which go to make up the perfect harmony of color tones are shown in the exquisite examples of bronze vases from the Clewell Studios, represented by Howard G. Selden, 225 Fifth Ave., New York. In accomplishing this excellent work in modeling and finish, the Clewell Studios have been working for years, studying the natural and chemical effects and corrosion of the metal, delving deep into the history of ancient bronzes and the conditions that have produced the unthinkable mineral changes, and this knowledge has led to the ultimate and quickened results in producing bronzes of rare beauty. These vases, two of which are illustrated, are prominent in their ancient shapes and finish, as each vase is distinctive in its originality. The beautiful browns, oranges and blue blended in artistic accord, fascinate the eye as might an art treasure restored from some hidden cave of antiquity. Ornamental and useful, and having the strength of bronze with the aided sturdiness of a ceramic lining, the Caldwell vases are well adapted for home use, as they are also waterproof. While the pen has been proclaimed mightier than the sword, it falls limp in endeavoring to describe the beauty of these marvelous bronzes, and can only faintly visualize the true beauty of their exquisite artistry.





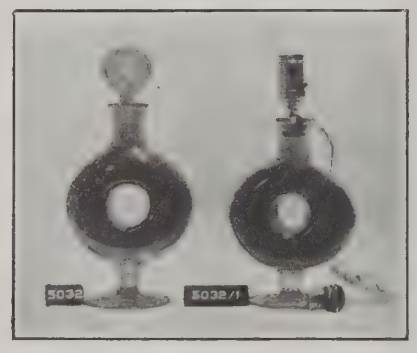
New Pitchers From Czecho Peasant Art Co.

Sometimes "Little Pitchers Have Big Ears" but with the large variety of delightful Czecho pottery pitchers and mugs from the Czecho Peasant Art Co., Inc., 8-10 West 19th St., New York, one can be provided with any type of mug or pitcher from the smallest to the largest size. These include jugs for syrups, milk and cream pitchers, batter pitchers and a host of other different shapes with the famous Mrazek decorations. This artist, who conceives the fine motifs and design needs no introduction, for his lively coloring and distinctive original native hand painted decorations are well known and popular subjects. The trade mark Josef Mrazek is stamped on every article as a sign of the authenticity of the designs. The Czecho Peasant Art Co. are constantly importing new and unique objects; boxes, vases, tea sets, tiles, lamps and shades that are interesting for the new year.



Bottle Lamps the Popular Vogue

We are moving forward and looking backward in the idea of old types of lamps as is seen in some of the most interesting models recalling Colonial days. Fine specimens of the bottle lamp from W. E. Liedemann & Co., 46 Fourth Ave., New York, styled the "Doughnut" lamp bring back to mind the real goody cakes of our grandmothers conception, in ancient modeling. These unusual bottle lamps two of which are herewith pictured, come in a greenish color which still more emphasizes their period character. They measure 9" high to the top of neck and are very modestly priced. A new idea which is novel in effect is that of filling the clear glass bottles with colored water to match the lamp shade or the color tone of the room. Many new and beautiful shapes in a greenish color and clear crystal glass are on view at the firm's spacious and finely stocked showrooms above mentioned.



Door Stops and Knocker In Original Design

It isn't necessary to "Open The Door and Walk In" when one is fortunate in possessing the beautiful and novel Hubley decorated door stops, being offered by Ferdinand Bing Co.'s, Successors, 67-69 Irving Place, New York, for any door may be kept ajar or wide open when a little metal flower pot or Golf figure is placed before it. The baskets come in a large variety of designs representing bright floral groups in natural coloring. The finely modeled Golf player, is seen in his traditional Red Coat and tan breeches, all ready for the putting green. Another fine utility is the "Bull Dog" door knocker. He won't bite, although his looks betray him. This comes in antique

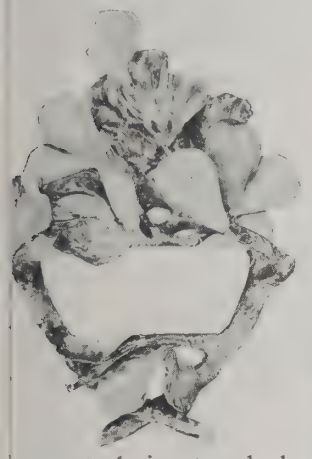


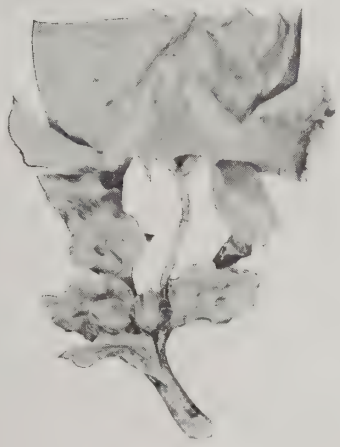


brass finish and is a fine ornament for the modern home. The variety of door stops is so large that an inspection of the line would convey a more comprehensive idea of the different designs, etc., than mere written description. Three of the numbers are herewith illustrated.

Italian Wall Pockets Perfectly Modeled

The exquisitely modeled Italian majolica wall pockets ve a strong appeal to those desiring an especially ef- tive pottery wall decoration. These fine importations are offered by Nathan Straus & Sons, Inc., 119 Fifth Ave., New York, and come in some of the most fascinating designs in raised effects showing beautiful groups of flowers, bunches of fruits; grapes, pears, cherries and strawberries, so realistic that their lusciousness creates





an urgent desire to pluck m from their branches. e larger flowers; tulips, uflowers and many others il the smaller ones, the rch beloved, lily of the ley, are also excellent mples of Italian art- ft. The coloring and deling is an exacting of of the fine arts of y, bringing a notable decoration for the exclusive dence. There is a large variety of these artistic wall kets from which to choose, two of which are herewith ured.

Customs Rulings on Chinaware

ustaining protests of Heemoth, Basse and Co., Page, dden & Co., and K. Mandell & Co., Judge Young, of h United States Customs Court, finds that various im- ted articles, composed of plain white china, which go make up parts of textile machines, were erroneously ed with duty at the rate of 60 per cent ad valorem er Paragraph 212, Act of 1922, as manufacturers of n white china. These articles, the court finds, should e been assessed 35 per cent ad valorem under Para- ph 372. The collector is directed to reliquidate the ies accordingly.

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A GIFT DAY

100 Per Cent Original
Czechoslovak Pottery
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Parchment Lamp Shades



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FEATURING ATTRACTIVE SHAPES AND EXCEPTIONAL DECORATIONS

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Hand made in the Foothills of the Cumberlands
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QUALITY GLASSWARE—FROM MACHINE-MADE TO SUPERFINE LEAD-BLOWN

Galleons Gallore



No. 9390—6 in.

Ash Trays sell all the year, and these two numbers, having old-time galloons embossed in the bottoms, meet the need for something highly decorative and yet at prices that make them sell quickly.



No. 9389—3 in.

They are made in brilliant blue, green and amber glass, and have proven most popular since their recent introduction.

United States Glass Company

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Earl W. Newton & Associates, 9 No. Wabash Avenue, Chicago
Western Glass Pro. Co., 149 New Montgomery St., San Francisco, Cal.
Western Glass Pro. Co., L. C. Smith Bldg., Seattle, Wash.
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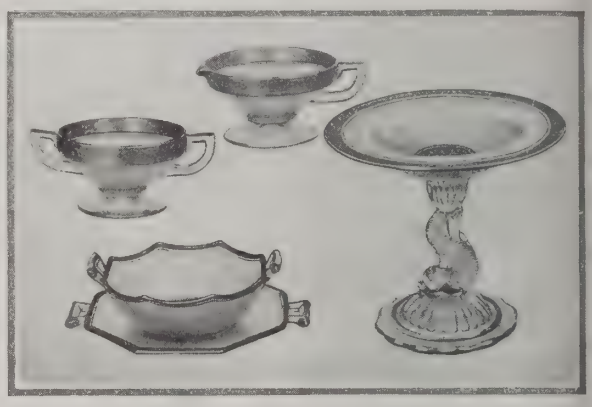
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For Chandeliers and Brackets. New Shapes, Colors and Decorations. Now Ready. Write for Samples.

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BEST GLASS FOR LIGHT

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Crystal, Colors and Cased Glass for Illuminating Uses. Novelties and Specialties

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Kopps Railroad and Marine Signal Glass Special Glass for Special Purposes

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The New Offerings

of the

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Will be on display from

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MR. HARRY S. HUNT
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IN A GREAT VARIETY OF SHAPES, DESIGNS, COLORS AND PRICES.

Early American

and tall slender graceful lamps in light and *polished mitre* cuttings in crystal and colors are best sellers in representative lamp departments at the present time.

SAMPLES WILL BE SENT EXPRESS PAID.

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F. L. Morecroft, President

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The Tumbler with Every Advantage



The specially designed Economy Tumblers can not be nested, edges can not touch and chip, with plenty of weight in the bottom making them hard to upset. Used in the finest homes, restuarants, hospitals and hotels, with every user a booster. Fine lead blown glass. Table size in 18 doz. barrels and 6 doz. cartons.

Write for a Sample

ECONOMY GLASS CO.

Morgantown, W. Va.

New York Imports

January 27

S. S. President Roosevelt from Bremen, Germany

Roloson, A. F., 18 cases crockery
Veith, A. H., Inc., 18 cases glassware
Hirsch & Sons, 4 cases glassware

S. S. Laconia from Liverpool, England

Lazarus & Rosenfeld, 8 crates earthenware
Sellers, C. W., 16 casks earthenware & china
Downing, T. D., & Co., 1 crate earthenware
Pitcairn, W. S., Corp., 18 packages china and earthenware
Straus, N., & Sons, 1 case earthenware

S. S. Antonio from Southampton, England

Bloomingdale Bros., 1 case earthenware
Tobias & Co., 7 cases earthenware

S. S. Columbus from Bremen, Germany

Ackermann, W., 3 cases earthenware
Levy Bros. China Co., 20 cases crockery
Foster, W. A., & Co., 3 cases earthenware
Giese, A., & Son, 18 cases earthenware
Borgfeldt, G., & Co., 25 cases crockery, etc.
Mitchell Bissel & Co., 9 cases crockery
Downing, R. F., & Co., 6 cases crockery
Goetz, O., 16 cases crockery
Guthman Solomon & Co., 4 cases crockery
Butler Bros., 1 case toys
Nadel & Schimmel, 1 case toys
Foster, W. A., & Co., 16 cases ironware and toys
State Fwdg. & Ship. Co., 1 case earthenware
Phoenix Shipg. Co., 12 cases earthenware, glassware, etc.
Wolf, L., & Co., 24 cases toys
Order, 10 crates crockery, 4 cases crockery

S. S. Deutschland from Hamburg, Germany

Graham & Zenger, 1 case hollow glass
Abel, W., 8 cases hollow glass
Madico Corp., 2 cases hollow glass
Basch, S., Importing Corp., 8 cases crockery
Sullivan, W. C., & Co., 53 packages crockery
Meyer, J. P., & Co., 8 cases hollow glass
Straub, P. A., & Co., 36 cases china and earthenware, 35 cases glassware
Butler Bros., 31 cases toys, crockery, etc.
Barth, L., & Co., 1 case crockery
Kupper, H. C., Inc., 1 case porcelain
Irving Miller & Co., 9 cases earthenware
Modern Braid Co., 21 cases crockery, etc.
Harrison, A., & Co., 14 cases hollow glass
Wolf, L., & Co., 5 cases toys, 1 case earthenware

January 27

S. S. Deutschland from Hamburg, Germany

Noe, W. R., & Sons, 11 cases earthenware
Koscherak Bros., 2 cases crockery
Public National Bank, 12 cases hollow glass
Lorsch A., & Co., 22 cases glassware
Richard Shipping Corp., 45 cases toys, porcelain, etc.

January 28

S. S. Celtic from Liverpool, England

Maddock & Miller, 8 crates earthenware
Hensel, Bruckmann & Lorbacher, 3 cases earthenware
Irwin, J. D., & Co., 1 crate earthenware
Rowland, Marsellus & Co., 5 crates earthenware
Meakin & Hidgway Co. 1 cask china, 28 packages earthenware
Edmister, H. C., 10 packages crockery
Levand, P. N., Inc., 12 casks earthenware
Davison, J., Inc., 18 casks china and earthenware
Strauss, N., & Sons, 11 crates earthenware
Bernard J. E., & Co., 2 crates earthenware
Borgfeldt, G. & Co., 2 crates earthenware
Justin, Tharaud, Inc., 5 packages earthenware
Barth, L., & Co., 5 crates earthenware
Fondeville, A. J., & Co., 6 packages earthenware, 1 cask china
Boote, E., 23 cases earthenware, 1 cask china
Maddock & Millar, 35 packages earthenware, 6 casks china
Plummer, W. H., & Co., 2 hogsheads earthenware
Corbett M. J., & Co., 1 crate earthenware
Order, 1 cask earthenware

S. S. Deutschland from Hamburg, Germany

Robinson, H. W., & Co., 31 cases glassware, etc.
Syndicate Trading Co., 26 cases toys, glassware, etc.
Importers' Service Co., 1 case hollow glass
Irving Bank-Columbia Trust Co., 6 cases crockery, 2 cases glassware
National City Bank, 12 cases glassware
Klein, G., & Son, 5 cases crockery, 11 cases glassware
Stern Bros., 11 crates earthenware
Borgfeldt, G., & Co., 8 cases toys, crockery, etc.
Friedlander, O. O., & Co., 39 cases glassware, crockery, etc.
Schenkers, Inc., 18 cases crockery, glassware, etc.
Noe, W. R., & Co., 108 cases glassware, etc.
Bing, F., 1 case earthenware
Altman B., & Co., 1 case hollow glass
Kuy Scheerer Corp. of America, 22 cases hollow glass, etc.
Ovington Bros., 27 cases hollow glass, etc.
Cahn, L. D., & Co., 144 cases enameled hollow ware
Lippman, Spier & Hahn, 1 case crockery
Happel & McAvoy, 83 cases toys, glassware, etc.
Andrews, D. C., & Co., 10 cases majolica
Hudson Forwarding Co. & Shipping Co., 7 casks majolica, cases majolica
Vandegrift, F. B., & Co., 11 cases majolica, etc.
Fenton, A. W., Co., 3 casks majolica
Sheldon, G. W., & Co., 7 casks majolica
Bernard, J. E., & Co., 198 cases toys, crockery, etc.
N. Y. Merchandise Co., 99 cases toys, crockery, etc.
Globe Shipping Co., 329 cases hollow glass, etc.
Phoenix Shpg. Co., 202 cases toys & crockery

S. S. Veendam from Rotterdam, Holland

Hudson Forwarding & Shpg. Co., 28 cases crockery

January 29

S. S. Majestic from Southampton, England

Caldwell, E. F., & Co., 1 case glassware, 1 case pottery
American Express Co., 12 cases china, etc.
Haviland China Co., 40 packages porcelain
Haviland, T., & Co., 20 packages porcelain
Streiff, C., 14 packages porcelain
Strauss, N., & Sons, 14 packages porcelain
Vogt & Dose, 1 cask porcelain
Gunthel & Cruveillher, 1 cask porcelain
Venon, J. H., Inc., 1 case porcelain

S. S. Samland from Antwerp, Belgium

Strauss, N., & Sons, 1 case crockery
Goetz, O., 33 cases crockery
Curtis, Schafer & Co., 1 cask earthenware
Kahla China Corp., 40 cases crockery
Koscherak Bros., 2 cases crockery
Continental Ceramic Co., 20 cases crockery
Ovington Bros., 6 cases earthenware, etc.
Panama Pacific Line, 12 cases crockery
Chem. Nat'l Bank, 2 cases hollow ware, 1 case toys
Butler Bros., 101 packages earthenware, etc.
N. Y. Mdse. Co., 357 cases earthenware, etc.
Tarlotting, E., 19 casks glassware, 29 cases glassware
Straub, P. A., & Co., 26 cases earthenware, 11 casks earthenware
Order, 33 cases glassware, 51 cases crockery

S. S. Atago Maru from Kobe, Japan

Shear & Schrader, 8 cases toys, 10 cases glassware
Gimbel Bros. & Co., 1 case earthenware

From Yokkaichi, Japan

Taiyo Trdg. Co., 255 cases porcelain and earthenware
Bloch, L. D., & Co., 100 cases porcelain, 366 cases porcelain
Tuska, A. L., & Son, 51 cases porcelain and earthenware, 2 cases porcelain and earthenware
Morimura Bros., Inc., 667 cases porcelain
Byrnes, W. J., & Co., 95 cases crockery
Haruta & Co., 89 cases porcelain
Mogi, Momonoi & Co., 302 cases porcelain
N. Y. Mdse. Co., 8 cases porcelain
Gary-Eigner Corp., 296 cases crockery
Kresge, S. S., & Co., 30 cases earthenware
R & G Import Co., 18 cases crockery

From Yokohama, Japan

Messervey's Industries, 17 cases porcelainware

January 31

S. S. France from Havre, France

Popper, L., & Sons, 10 cases glass
Phoenix Shpg. Co., 3 casks glassware
Inwald, J. Glass Co., 6 casks glassware
Berger, A., & Co., 1 case glass
State Fwdg. & Shpg. Co., 5 cases china
McCreery, J., 5 cases glassware
Henjes, F., 2 cases glassware
Taub, Hummel & Schnall, 20 cases glassware
Thurnauer, G. M., Co., 2 cases household goods
American Shpg. Co., 4 packages glassware

(Continued on page 39)

AT THE HOTELS

Ideal Cut Glass Co.

F. L. Morecroft, president of the Ideal Cut Glass Co., Anastota, N. Y., accompanied by C. G. Howe, his assistant, reached New York the early part of this week and are now at the Hotel McAlpin, where their complete new ample offerings for the new season are on display in Room 362. It is certainly a treat to have the privilege of viewing this exhibit. Each and every piece is the last word in grace and charm. Outstanding among them is a line of water lamps that are admirable. The bases of these are hollow and they are made to permit being filled with colored water which, when reflected against the light above produces a most pleasing effect. One of the features of the Ideal lamps is that the electric top attachment is screwed on and is waterproofed, thus eliminating the trouble of short circuiting from the water. The samples are shown in six stunning decorative treatments both light cut and engraved in amber, green, rose, blue and crystal. The quality range and excellence of the Ideal productions need no introduction, but this year the line seems even more interesting and more extensive, disclosing almost every conceivable glassware item. There is a beautiful new ruby console set in which a choice may be had in either high or low candlesticks and bowls. Words fail in attempting to describe the richness of this lovely item. Another feature of the exhibit is a most exquisite new gold glass shown in two heavy mitre cuttings, namely the Spring and Beverly, in a wide range of shapes and items. The line will be shown at the McAlpin during the entire month of February.

Sebring Pottery Co.

Homer Milligan, who for the past twenty years has been connected with the Roseville Pottery Co., Zanesville, O., as effective February 1 severed his connection with that factory and has engaged with the Sebring Pottery Co., Sebring, O. Mr. Milligan reached New York the early part of this week and is to be found in Room 331 of the McAlpin Hotel, where in company with Charles L. Sebring, head of the factory, they will display the lovely new Sebring samples in Ivory porcelain dinnerware for the next three weeks.

Coxon Belleek China Co.

J. C. Jonas opened up his display the latter part of last week in Rooms 333-335 of the Hotel McAlpin, of the new lines from the Coxon Belleek China Co., factory, Wooster, O. Mr. Jonas, who took over the representation of this factory on January 1, formerly represented the Fred C. Reimer Co., the New York importing house. His display at the McAlpin, which shows a full line of dinnerware and service plates, will continue until February 18.

Sterling Glass Co.

Jas. P. Gordon reached New York on Monday of this week and will remain here until February 12. Mr. Gordon is exhibiting the line of the Sterling Glass Co., Cincinnati, O., in Room 361 of the Hotel McAlpin, where the originality expressed in the 1927 line is creating much interest among the buyers.

Smith-Phillips China Co.

J. W. Mackey, Manager of Sales for the Smith-Phillips China Co., East Liverpool, O., accompanied by Wm. Tickell of the concern's Sales Staff, is holding forth in Room 308 at the Hotel McAlpin, with the company's 1927 line, featuring the new shape "Oakmont" which has registered a distinct hit with the trade. Not only has this shape "caught on" but the patterns in which it is shown are so unusual that they add a touch of individuality to the line that is altogether delightful.

Edwin M. Knowles China Co.

With the new shapes, the Lotus and Santa Barbara in ivory body in addition to the already popular Maryland shape in ivory, the 1927 line of the Edwin M. Knowles China Co., East Liverpool, O., gives the buyer one of the finest selections of shapes in either ivory or white to be found on the market. In white body there is the great favorite, The Mayflower shape, as well as The York, The Hampton and The Monterey. With all of these shown in striking new treatments of irresistible charm of just the sort that is being sought after, it is little wonder that the line is causing such an amount of favorable comment. The choice of patterns includes a wide range of treatments in which there is something to suit every taste imaginable. The line is being shown by J. K. Wilson in Room 314 at the Hotel McAlpin.

Taylor, Smith & Taylor

Opening on Monday of this week in room 801 of the Imperial Hotel, "Billy" Lynch has his display all in readiness for the trades inspection with the new treatments from the Taylor, Smith and Taylor factory, East Liverpool, O. Mr. Lynch will continue his exhibit for the next two weeks. Included among his offerings are an assortment of the most pleasing decorative effects that are already being received with marked approval by the trade. Outstanding among them is the Marvella pattern which employs a fancy border motif in striking color combinations utilizing reds, blues, yellow and brown which are further added to in their effect by a gold edge line and gold knobs and handles. Special mention should be made of the fact that this progressive factory is featuring a line of six excellent patterns that will be carried in stock in large quantities which assure orders being shipped twenty-four hours after their receipt. All of these patterns are being shown by Mr. Lynch.

Income Tax

(Continued from page 20)

STOCK PURCHASED AT DIFFERENT PRICES

Q. I purchased 100 shares of stock at $50.00 per share. Later secured 100 shares of similar stock from the same company at $35.00 per share. Have sold 100 shares of the above at $45.00 per share. To which of the above purchases am I required to assign this sale? C. H. G.

A. Unless you can identify the particular certificates involved in the sale, you are deemed to have sold the stock that you purchased first. Hence, you will have a loss to take of $5.00 a share on the 100 shares sold.

DIVIDEND ON PAID-UP LIFE POLICY

Q. I had a twenty-year policy expire and the option I selected was to have the company consider the policy paid up, and at my death pay my heirs the $5,000. Thereupon they informed me that hereafter I would receive a dividend check annually for probably forty dollars. Is this annual dividend to be reported in my tax report the same as if I received it say from the Pennsylvania Railroad or any other corporation? J. P. H.

A. The dividend on a paid-up life policy is taxable just like dividends on corporate stock.

HEAD OF A FAMILY

Q. I am separated from my wife. The 1925 tax return I filed as single and having two dependent children, ages 10 and 12, which gave me an exemption of $2,300. I feel I should be rated as head of a family. While I am working and rooming in one city, I keep two separate rooms at my mother's home in another city for my two children and myself, and I get home with them every second Saturday. I call the second place my home.—W. N. McD.

A. You are entitled to an exemption of $3,500 as head of the family. The income tax regulations specifically provide that if circumstances make it necessary for the parent to maintain his dependent children with relatives while he lives elsewhere, the exemption still applies. In addition, of course, you are entitled to $800 for the support of your two children.

CORRECTING PREVIOUS FAILURE TO FILE RETURN

Q. I never filed a 1926 report for the 1925 income on account of earning less than $3,500, but our gross income was over $5,000. What would you advise?—M. A. McN.

A. You should file a return for 1925 at once, even though no tax is due. To the return you might attach an explanation for your failure to file it when it was due.

MAUSOLEUM EXPENSE

Q. My husband died leaving all property to my daughter and myself. The will says to sell some of the property to get funds to cover the family mausoleum with granite, not to exceed a cost of $5,000. I found the cost would be more than twice that amount. Therefore I made repairs that amounted to $600. Will I be allowed to deduct that amount from my income as repairs?—A. M.

A. The $600 is not deductible. It is purely a personal expenditure.

Kupper Has New Lines

(Continued from page 21)

dinnerware, a line that is destined to be the talk of th trade. The complete 1927 samples are now to be viewe at the salesrooms. As stated above radical changes a to decorative treatments have been instituted, which while they are very striking, at the same time lend a cer tain air of dignity to the ware which makes it extremel unusual. In looking over this comprehensive and lovel exhibit, such a profusion of color and beauty greets th eye that it is all but impossible to select any particula pattern for comment. One treatment which neither con fines itself to flowers or fruit but is that which combines charming harmony of colors, seems to stand out and meri special mention. Beautiful tropical yellow combined wit a rich Italian red and a dainty green as an accessory artisti cally blending against a blue background, gives an effec almost impossible to describe. Still another treatmen which instantly catches the fancy is one that brings t mind at once an old fashioned garden. Words seem t fail to portray this stunning combination of unusua flowers reproduced so beautifully against the rich ivor background the effect of which is a triumph in the art o litho producing. Looking further through the spaciou showrooms one has to pause before their splendid exhibi from the factory of Aristide de Simone & Co., Italy, wh are also represented in America by the Kupper firm. Her again the offerings are so entirely different from those o former years. Inquiry as to the reason discloses the fac that owing to the success in past of this beautiful Faienc line, the factory were so encouraged that they increase their facilities greatly, which in so doing, permitted ther to employ in the art and modeling department the bes artists obtainable. This has resulted in the splendid an original conceptions that are now to be viewed. On would naturally expect upon concluding an inspection o these displays that the demand for them would be onl for the homes of the wealthy. However, the fact mus not be lost sight of, that they are also within the scop of the moderate priced buyer as well. It naturally fol lows therefore, that attractively priced as they are an this combined with the fact that the majority of pattern will be stocked by the firm, gives every assurance tha these excellent importations cannot help but meet with a immediate response by the trade.

Pottery News

(Continued from page 17)

Good Days Ahead for Trade

"There is no occasion for us to become pessimistic ove the outlook," suggested A. V. Bleininger, head of the Re search Department of the Homer Laughlin China Co during a gathering of department heads held at the New ell, W. Va., plant. "I am sure good days are ahead fo the industry."

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

POTTERY SALESMAN WANTED

SALESMAN to carry high grade line of art pottery as a side line on a commission basis. Something entirely new and unique. Box 605, care CROCKERY AND GLASS JOURNAL.

Miss Emma Dolfinger

Miss Emma Dolfinger, director of the Health Education Division of the American Child Health Association, and daughter of Ed. Dolfinger, with E. Tarlotting, Inc., died January 19th after a long illness at her home in Forest Hills Gardens, Long Island. After graduating from the University of Chicago she taught for ten years in the Louisville Girls' High School, becoming head of the Department of Biology. After special graduate work at Columbia she returned to Louisville as Supervisor of Science in the elimentary schools. Several years ago she joined the staff of the Child Health Organization, later a part of the American Child Hygiene Association.

Funeral services were held at Louisville, Ky.

New York Imports

(Continued from page 36)

Guaranty Trust Co., 5 cases chinaware
Di Salvo, 1 case glassware
Meadows, Wye & Co., 1 case chinaware
Vandegrift, F. B., & Co., 6 cases glassware
Vantines, A., & Co., 2 cases earthenware
Hudson Fwdg. & Shpg. Co., 1 case glassware
Semon, Bache & Co., 2 cases glassware

February 1

S. S. Skaneland from Genoa, Italy

Levy, J. W., Corp., 2 cases earthenware
Vandegrift, F. B., & Co., 4 cases glassware, 2 cases crockery
Carbore, Inc., 182 casks earthenware
Graham & Zenger, 10 crates crockery

From Leghorn, Italy

Syndicate Trading Co., 3 cases earthenware
Bing F., & Co., 76 cases marble works, earthenware, etc.
Andrews, D. C., & Co., 9 packages earthenware, etc.
Borgfeldt, G., & Co., 4 packages earthenware, etc.
Granata, G., & Co. 46 packages earthenware
Gommi & Co., 12 cases furniture, earthenware, etc.
Order, 5 cases earthenware

From Marseilles, France

Bowling Green Storage & Van Co., 1 case earthenware

From Valencia, Spain

L. D. Bloch & Co., 133 casks crockery

From Alicante, Spain

Hudson Fwdg. & Shpg. Co., 13 packages crockery

S. S. Stavangerfjord from Oslo, Norway

Edminston, H. C., 1 case glassware

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PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 6

FEB. 10, 1927

IN THIS ISSUE

What Is Happening to Retailers, Wholesalers and Producers—The Way Out. An interesting and constructive talk on modern merchandising conditions by a man who knows. Edward A. Filene, President of William Filene's Sons Co., in a heart to heart talk offers some worth while advice that is of considerable interest to the crockery and glass trade.

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

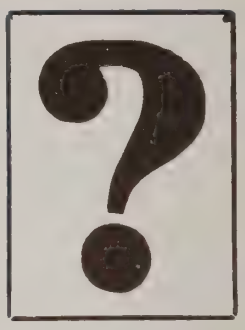
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Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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Vol. 104. No. 6. Feb. 10, 1927.

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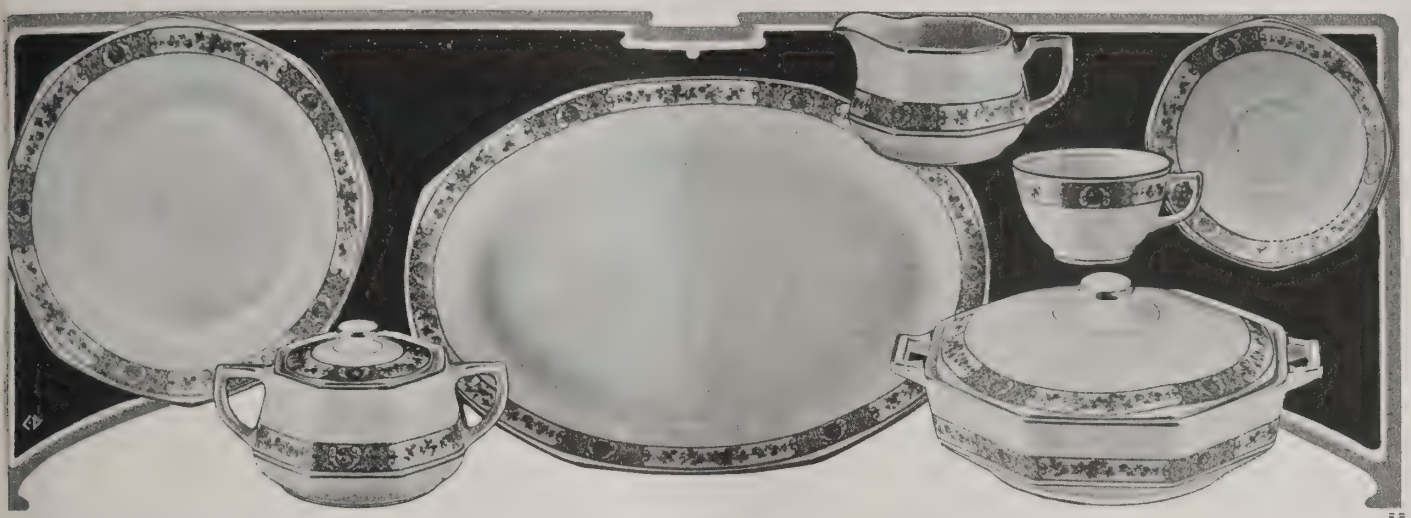
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The Yellowstone Dinner Service

Decoration Y-31

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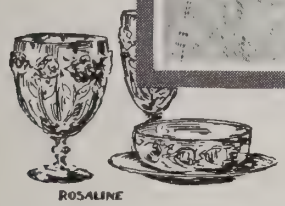
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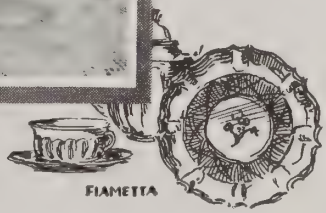




ROSALINE

BLACK KNIGHT

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VOL. 104 February 10, 1927 No. 6

AS THE EDITOR SEES IT

What of the Oil Famine?

Summarizing the preliminary report of the Federal Oil Conservation Board the Department of Natural Resources of the Chamber of Commerce of the United States, comes to the conclusion that the threatened oil famine is an illusion born of short vision.

"That there need be no apprehension of an oil famine in the immediate future," it says of the report, "and that the law should permit cooperative action by individuals within the industry as a means of accomplishing conservation are outstanding conclusions.

"In one important respect—extent of petroleum reserves—the report has been subject to misinterpretation. 'There is only enough oil for six years,' has been the theme of much of the publicity. This six-year figure of the Board, however, is only a measure of the quantity of oil in present-known fields where there are pumping and flowing wells, and does not include the possible increases through discovery of new fields, nor increases which will undoubtedly result from deeper drilling, improved methods of recovery of oil from the sand, greater recovery of product from crude oil, better control of flow from new wells and economies in use by improved mechanical devices. Discovery and development along such lines will, in the opinion of the Board, add greatly to present-known reserves."

Standardized Credit

Progress in bringing about the adoption of a standardized letter of credit, which will be the same in Tokyo as in Tangier, has reached such a point that the project might be submitted to the forthcoming meeting of the International Chamber of Commerce at Stockholm.

The banking associations of a majority of countries represent in the Chamber's membership have agreed upon a uniform letter of credit for their particular countries but there are differences among the various national standard forms. The remaining task is to compose these differences and agree upon a universal standards form for letters of credit which will be the same in all countries. This question will be taken up by a special commitee of the International Chamber meeting at Paris in February.

The adoption of the standard letter of credit is in line with the policy of the Chamber to obviate the difficulties in the way of international trade by simplifying as far as possible the instrumentalities through which commerce is carried on.

You cannot dodge your sentence of hard work if you expect to accomplish anything worth while.

What Is Happening to Retailers, Wholesalers and Producers—The Way Out

Speech Before the Interstate Merchants Council Convention at Chicago, Ill., February 1, 927, Under the Auspices of the Chicago Association of Commerce

By Edward A. Filene
President, William Filene's Sons Company, Boston, Mass.

I UNDERSTAND that I am addressing the big merchants of the future—that is, men who are running some of the smaller stores today.

You do not need to be told that we are in the midst of the greatest changes in distribution and production that the world has ever seen. My task today is simply to bring out in bold perspective the actual facts of the changes which you are familiar with, and to interpret their meaning, so that if possible greater understanding and greater success may come to all of us.

The basic facts are clear. The chain store movement is going forward by leaps and bounds. Until now, a good part of the country's business, in most lines, has been done by small retail stores, buying in small quantities, often paying three or four profits to intermediaries. They are now in direct competition with the chain stores, who sell enormous volumes of goods which they either produce themselves or buy direct from the producer, and who in addition sell under standardized methods which make the common property of all the small branches the best experience and most successful work of the world.

The chains are thus able to undersell most of the small retail stores. This is shown by the fact that in those lines in which chains have been longest established, the small individual store has largely disappeared, or is fast disappearing—as, for instance, tobacco stores, drug stores, grocery stores, restaurants, bakeries, etc.

I believe the individual small store owner can meet and beat this movement—else I should not be here. But before considering how this can be done, let us go on first and analyze what is happening.

The great and rapid growth of the chain stores is reflected in the enormous volume of business they do. The amounts for several leading chain systems in 1925 and 1926 were as follows:

Company	Type of Store	No. of Stores (1925)	1925 Sales	1926 Sales
Great Atl. & Pac. Tea. Co.	Grocery	11,000*	$302,888,369†	$352,093,342†
Kroger Grocery Co.	"	3,019	116,235,436	146,051,000
F. W. Woolworth Co.	5 & 10c.	1,423	239,020,368	253,639,000 (1,480 stores)
S. S. Kresge Co.	"	304	105,965,610	119,218,007 (367 stores)
U. S. Cigar Store Co.	Cigar	1,208 (1924)	74,208,878 (in 1923)	Publication discontinued in 1924
Liggett's	Drug	341	43,168,196	53,356,195
Childs Co.	Lunch	108	24,338,940	25,978,421
G. R. Kinney Co.	Shoes	253	17,358,610	18,087,888
Loft, Inc.	Candy	34	8,166,202	8,399,768
Loew's Inc.	Theatre	107	53,797,925‡	59,152,476‡
J. C. Penney Co.	Dry Goods	676	91,062,616	115,682,738

*Estimated.
†Fiscal year ending Feb. 28.
‡Fiscal year ending Aug. 31.

The list could be extended indefinitely. There chains in most of the lines of wanted goods. Some just beginning. There is hardly a day that the papers not carry some new item reporting the growth of the ch store movement, either some new line opened or an crease in the business of existing lines.

In addition to economical buying, and the best stand methods and practices, these chain stores have a furt advantage in being able to advertise on a big scale a negligible cost to each of their branches—a thing imp sible to the small individual store. And there are other advantages well known to you, which I might m tion.

The disappearance of individual stores wherever th chains have been most developed is portentous of w will happen to all such stores, as the chains continu spread, not only into new territory, but into new li This danger, if there were no escape from it, would very disheartening to retail merchants, because the ch have a very solid basis, buying so much more cheaply a they can often undersell—and "underbuy"—the small st by 25 per cent. I would prefer to observe the ancie Greek rule and refrain from dwelling on these discou ing things, did I not feel sure that the individual ret has advantages which will make him conquer against chain store competition, if he be organized effectivel to do so. Of this I shall speak when I finish the pictur what is happening in retail distribution.

Chains of Department Stores

It is well for the retailer further to bear in mind, t in addition to all of this competition which I have de scribed, there is under way another and stronger com tion, namely that of chains of department stores. T new chains have been developed to an important ex already, as the following array of examples will show

R. H. Macy & Company, who sold over $70,000,0 in their New York store alone in 1926, also own or co trol the stores of LaSalle & Koch, Toledo, and Davi Paxon-Stokes, Atlanta.

The May Department Stores now number five.

Gimbel Brothers have great department stores in N York, Philadelphia, and Milwaukee, and own or co the two large Saks stores in New York and Kaufm & Baer, Pittsburgh.

The National Department Stores chain numbered 1 stores in 1925.

he Associated Dry Goods Corporation owns the fol-ing department stores: James McCreery Co., New k; Hahne & Co., Newark; Stewart & Co., Baltimore; n. Hengerer Co., Buffalo; Powers Mercantile Co., neapolis; J. N. Adam & Co., Buffalo; Stewart Dry ds Co., Louisville; and controls under part ownership, C. G. Gunther's Sons and Lord & Taylor in New York.

n the Pacific Coast, B. F. Schlesinger & Sons, Inc., department stores in Oakland, Portland and Tacoma; Hale Brothers Stores, Inc., a group of five department es in San Francisco, San Jose, Oakland and Los eles.

n the Middle West, Scruggs-Vandervoort-Barney, of Louis, have acquired the S. L. White Co. store in Co-bus, Ohio, and the Denver Dry Goods Company, in ver.

nd in the South, the City Stores Company has taken three large well known stores in Birmingham, New ans, and Memphis.

nd there are other examples doubtless known to you. st as the department store outdid the individual small e, so for the same reasons the chains of department es will over-shadow the present chains. This is clear, use the department store chain will have the same ad-ages over the small store chain that the single depart-et store has over the individual small store. There are ay advantages that a department store has which you familiar with, that a small store cannot afford. For nce, its bulk size, bulk selling; its great power for ad-sing; its delivery and other services; etc.

Department Store Chains of the Future.

present this movement into department store chains ly at its very beginning, and has not anywhere near ned its full growth in power. The formula that I a been forced to accept as a result of all my work, is in of department stores of which the similar depart-s of all the stores will themselves constitute a chain n a main group. For example, all the shoe depart-s will be operated as a chain of shoe stores, in charge merchandise manager who in ability and experience, be at least equal to the mechandise manager of a ate chain of shoe stores.

ere is no department store or "single-line chain" that be able in the long run to stand up against this class ganization. When this type of organization comes l be able to sell cheaper and buy in larger quantities; ll help the manufacturers to eliminate their waste o to sell cheaper than their competitors; it will make nous total profits; and the more stores they have the tt they can do the job.

is means that in every city of fair size one depart-er store of a chain of department stores such as I have e describing will be the conquering distributor—al-h the individual small stores can get together and ize for their own preservation, and do a relatively ssful job.

Just imagine such a chain of department stores located in 100 cities. The total sales would easily run over a billion dollars. One hundred shoe departments in 100 of the biggest cities in the country would sell over $50,-000,000. And so on, in the other departments.

If these conclusions are sound, it means, of course, that the department store chain will determine the fate not only of the individual department stores, but of the small individual retail stores also. You will bear in mind, of course, that the department store itself has no choice in the matter. Unless the department store meets the chain stores in the way I have indicated, it will likewise be put out of business.

This is a statement that will probably be challenged, or perhaps even laughed at; but any calm study of the facts will show that it is true. Remember that there are already chains in upwards of a half a hundred lines of goods, or types of products, most of which the department stores are selling. Every time chains are formed of one of the lines of a department store, it affects the business of the department stores in a way that the small individual store pays so much more for its goods that the department store, even with its waste, can undersell them —besides, of course, offering the much greater choice of goods, and other real advantages.

But the chain stores can buy at least as cheaply as the department stores, perhaps more cheaply, and do business at less cost than the department store as at present organized; and if the department store owners should be blind to what is happening—which they are not, although rather slow to face it definitely—then the time will come in the near future when the chain stores will come together and occupy department store buildings. While preserving their individuality, they will combine their power, just as the fruit growers of the Pacific Coast have done so successfully. And thus they will add to their present great power all the other powers that the department store now possesses.

I have hesitated to tell you this today, because it has not yet been clearly seen. I think it is an original discovery, and I am sure I could make a fortune out of it; but I am giving it to you because, after all, I am most interested in taking the waste out of distribution. Some men, perhaps one of you, will be able to make a fortune out of it, besides being held as an inventor of a new and better method of distribution.

Mail Order Houses.

But lest you may still not be convinced that you should organize to use your full powers as individual store owners, it will be well to remember that in addition to all the foregoing, the chain store movement is so prouounced that at least two Chicago mail order houses are now creating chains of retail department stores. As you know, Sears, Roebuck & Company have stores in Chicago, Philadelphia, Kansas City, Dallas, Seattle, and Evansville, Indiana; and Montgomery Ward & Company have then in Chicago, Kansas City, Portland, Ore., St. Paul,

Oakland, Cal., Fort Worth, and Baltimore. According to reports their sales are greatly exceeding all expectations.

I believe the mail order houses in taking this step are doing a great service to the country, although they may do their share in inconveniencing the small retailer, who is too self-satisfied and is not trying strongly enough to understand what is happening to the retailers, wholesalers, and producers.

I know of the difficulties that the mail order houses are having at this, the experimental stage of their retail store chains; but I want to go no record here that within ten years the leading mail order houses, such as Sears, Roebuck & Company and Montgomery Ward & Company will be doing more business through these retail stores than they are doing by mail order now, and in addition will be doing more mail order business also than they are doing at present. This is not difficult to understand because as they develop their retail department stores, they will be able to fill more definitely and satisfactorily the mail order needs of the territory where each department store is, because of their closer touch with those outside areas.

"One Price" Stores.

I must go one step further in presenting the array of your competitors. In addition to the competitive agencies already described, there are being created many stores that sell only at one price, or at a limited range of prices. You are familiar with single-price stores. In Washington Street, Boston, where our store is, there are numerous one-price shoe stores, there are three clothing stores that are selling at only a single price; and there is a good tailor who makes clothes only at one price.

While this movement is in its infancy, it has very great possibilities—very great probabilities—and will of course carry with it still greater power of underselling the individual stores on the most wanted lines of goods. Not only is there a definite beginning, a very successful beginning, of one-price stores, such as the Thom McAn $4 shoe shops, and others, but as you know, Woolworth is doing a business of more than $250,000,000 annually on five-and-ten-cent goods—almost the most restricted price area in which one-price goods can be made. But the possibilities for profit in applying the Woolworth ideas to the higher priced goods are very much greater, as you can readily see, because the waste in production and distribution on high priced goods is not restricted to one or two cents, as it necessarily is on five-and-ten-cent goods. This must lead definitely to more chains of one-price stores.

The conquering type of department store which I have described, namely, the chain of department stores of which the corresponding departments of all the stores will themselves constitute chains within the main group, will of course be greatly influenced also by this particular development. The department store chain of chains will be obliged to meet it by buying and selling 85 per cent. of its goods in each of the department chain units at the three typical prices prescribed in the so-called "Model stock system,"—namely, the "cheapest full-line price," the "best-selling full-line price," and the "highest full line price."

Model Stock System Explained.

I cannot well explain this system orally in the short time I have. It sounds very theoretical, but it is really only an extension of the Woolworth idea. I have explained the system in my book on "More Profits From Merchandising,"—published in Chicago, by the way, by the System Magazine.

Briefly, 85 per cent. of the sales of any one commodity in almost any store, can be made at three prices, determined roughly by the income of the customers served, ranging from those of lesser means to those of ampler means. This will be disputed at first thought—has been disputed—because the average business man simply buys from the producer as cheaply as he can and then adds his profit in the retail price. This, however, results in an unnecessary multiplicity of prices. It becomes clear that the retail prices are finally determined by the incomes of the masses of buyers, and this is the dominating power in fixing prices.

Therefore, it follows that price simplification should be undertaken to determine in each commodity the three prices best suited to the buying power of one's customers. If prices are apparently fixed differently, yet it is clear to anybody who studies the mark-downs of stores that the original prices are not the final selling prices. The average mark-down for the most successful big stores is somewhere near 8 per cent. That means there are millions of dollars of markdowns per year in the most successful stores, and in all stores there is a big percentage.

It is easy to see why this is true. It is already understood by almost every store keeper that a very great quantity of goods can be sold at the cheapest price at which the article can be made, provided it is of good enough quality so that customers will buy it again and again. It is also well known from experience by every storekeeper that there is a limit as to how high a price can be and still sell goods in quantities; and it is also understood by practically every storekeeper that there is a middle price—a price in between these two—at which the greatest quantity of goods of any class can be sold, because goods are bought at the middle price *most* of the time by the average customer and *some* of the time by *every* customer.

The storekeepers sense this vaguely, but the trouble is it is costing them great amounts of profits and interfering with their success because thew don't *know* that they know. In my book you will see this treated at great length, and with great care.

What Is Happening to the Wholesaler?

But we may now pass from our own troubles and turn to the less harrassing contemplation of those of others. What is happening to the wholesaler and middleman, becomes clear from what I have already said. Most all of these new forms of retail distribution buy in enormous quantities from the producer direct, and as a result, the

wholesalers and other intermediaries have been running up against difficult times. You know for instance what is happening to the grocery wholesalers. You know also that two great dry goods jobbing houses, one in Chicago and one in New York, which formerly were very successful, have lately gone out of business.

Some of the new forms of distribution are even producing for themselves. Personally, while this is theoretically advisable, I doubt whether it is practically the best plan at present, or for the next ten years at least. The first objection is that their field for distribution is so enormous as to require all their attention. With proper organization, with proper cooperation between themselves and the producers, they can leave this entirely different field of production to the men specially adapted to it—provided, of course, that these men are far-sighted enough to understand what is happening, and do not stick their heads in the sand, as some are doing, by refusing to sell to these new types of customers.

But the wholesaler, jobber, and other intermediaries can save themselves and enter into bigger prosperity than they have ever had, provided they open-mindedly accept the facts of what is happening and reorganize themselves to meet it. It is my idea, as I have previously declared elsewhere, that they can become centers of chains comprised of their old customers; and if they do this in a big, far-sighter way, they will help the individual retail stores in applying remedies which I am going to describe, which will greatly prosper both the individual retail stores and central jobber.

Wholesalers and jobbers are now in touch with these individual stores. If they are far-sighted enough to realize the possibilities of enormous increases in sales through organizing their present customers, and others, into chains, and to realize that a comparatively small percentage of profit per unit of sales to such chains will make a total profit much greater than they have ever earned before, they will be a better agency for the preservation of success of the individual small retail stores than any other now in sight.

The wholesalers and jobbers can start with the connections they now have with their customers—the individual stores; they can start with their established machinery for buying for many stores—the machinery that can most easily be expended into the mass buying, on which the chains of stores must chiefly depend for success.

But it must be done in a big, far-sighted way, having basic in it the idea of service to the individual stores whom they are going to help combine; and this leads directly to a consideration of the saving remedies for the individual stores. Having listened with fortitude to my recital of your troubles, you will allow me to tell you now the way by which, I am sure, the individual store—your stores—can meet and beat the growing chain store competition.

How the Individual Stores Can Meet and Beat Chain Store Competition.

I have already stated the answer in suggesting the way out for the wholesalers. The small stores must unite for their own advantage, to secure the very advantages of the competing chain stores. They can do this by forming chains themselves, retaining their individual ownership by uniting so effectively that they will get all those advantages of mass group buying. By so uniting they can gain all the advantages of making common property among them the best business experience and knowledge in the world, such as the chains now have.

I do not have to labor this statement. You realize its significance at once, and comprehend the picture it presents. Organizing on such a basis is a difficult thing for individualistic private store owners to do, but they will do it if they see they have no other choice in escaping the fate of the individual grocery stores, drug stores, and tobacco stores.

I may point out, however, that a weak organization will not do the job. It must be fully as efficient as the chain store organization. If it is made so, it will compete with the chain stores effectively. It should really be the more effective, because individual ownership, added to centralized organization, will bring to the individual stores some advantages that the small chain unit does not possess, and probably cannot have fully—that is, the personal interest of the individual owner, with all that that implies. Individual ownership gives the direct interest of a proprietor in each store, which means, among other things, more intimate personal acquaintance with many of his customers. The personal element counts a good deal, as when you inquire: "How is your baby?" and get a glowing reply. It also gives the power to correct mistakes more easily and quickly. Private proprietorship supplies the biggest of all driving forces for maintaining continuous and effective interest in selling—bigger than that stimulated by the percentage of profits or sales which the chain store companies give to their heads.

As I said, it is a difficult thing to do, but it has been done very successfully in another line, with which you are familiar. For example, a Chicago lawyer, Aaron Sapiro, put together the fruit growers, who from a losing business have organized themselves—organized their market, organized national advertising, organized their production—so that today they command the national fruit market for their types of fruit.

It is interesting to note that they realized they must be at least as efficient as their competitors, for they use some of the money that they pay in themselves to their treasury, to sue themselves—that is, to sue individual members who break their agreements—to compel themselves, by law, to be as cohesive and efficient as their strongest competitors.

Finally, a third and very important group have a place in the picture, and I shall now answer the natural inquiry in your minds: What about the producers?

What About the Producers?

The producer, of course, like ourselves and the whole-

(Continued on page 28)

CAUGHT IN THE NEWS NET

THE oft shunned and justly maligned dame "Miss Fortune" has been working overtime about the Maddock & Miller, Inc., showrooms of late but every cloud has its silver lining, and so it is hoped that the old damsel has hied herself off at last. To begin with John J. Miller, head of the firm, was operated upon a month ago. Following this "Charlie" Levy, who travels south for the firm, arrived home to find his wife's condition necessitated an operation for appendicitis. Everybody around the firm thought that that was bad enough when R. T. Pickering, another salesman, had the misfortune of having his wife stricken with appendicitis. It was then thought that the old girl had done her worst when "Bob" Miller, of the firm, phoned in one morning to say that his wife too had been stricken with appendicitis and that an operation was to be performed. Everyone thought the hard luck had surely swung its cycle and was ended but the latest case is that of Henry, the packer's wife, who also has been stricken with appendicitis. Now the Maddock & Miller employees are hoping that the end has been reached.

Jacques Bernardaud, head of L. Bernardaud & Co., Limoges, France, arrived in New York aboard the Homeric January 27 for a several weeks' stay to attend to special business for the factory. This is his first visit here in two years. He is accompanied by Mrs. Bernardaud on the trip.

Robert Evans, glassware buyer for J. N. Adam & Co., Buffalo, L. Jansing, housefurnishing and china buyer for the Stewart D. G. Co., Louisville, Ky., M. Keister, housefurnishing and toys buyer for Stewart & Co., Baltimore and Frank Hall, buying for the Powers Mercantile Co., of Minneapolis, were numbered among those looking over the market last week.

It will be indeed gratifying news to his great host of friends in the trade to know that John J. Miller, head of Maddock & Miller, Inc., has made such excellent progress on the road to recovery from the recent operation he underwent at the Post Graduate Hospital, New York, that he was able to leave the institution for his home in Montclair, N. J.

Jacob Kohnfelder, buyer for the Kaufman & Baer Co., Pittsburgh, Pa., will sail aboard the *Olympia,* February 12, on a buying trip.

F. H. Ruhe, Jr., of Francis H. Ruhe, 14 West 23rd St., importers of china and glassware specialties, returned from Canada Tuesday where he spent several days calling on the firm's customers in the Dominion.

Lawrence Stocks, china and glassware decorator of Honesdale, Pa., was a visitor to the Metropolis this week where he called on several glassware representatives.

Included among the many buyers visiting New York this week were Mrs. C. H. Newman, china, glass and silverware buyer for Miller & Rhoads, Inc., Richmond, Va.; Mr. Kidd, china and glass buyer for England Bros., Pittsfield, Mass.; Mr. Maxwell, buyer for the T. S. Martin Co., Sioux City, Ia.; D. Stanley Corcoran, china and glassware buyer for S. & G. Gump Co., San Francisco; Miss Carroll of the Smith-Carroll Co., Lexington, Ky., and George H. Wheelock of George H. Wheelock Co., South Bend, Ind.

H. A. Koll, china and glassware buyer for The May Co., Los Angeles, Calif., and "Tom" Stackpole, china and glassware buyer for the same company in their Cleveland, O., store were in New York this week on a buying trip. Mr. Koll left Tuesday for Europe where he will spend several weeks in the interests of his firm.

Richard Krautheim of the B. Tomby & Co., sales staff left last week for Chicago and points west. He will be gone about two months.

Kenneth Sebring of the E. H. Sebring China Co., Sebring, O., was in New York two days this week for the purpose of conferring with F. W. Dalrymple, the firm's New York representative.

Edward Eckert of the Francis H. Ruhe sales staff who has been displaying his firm's wares through the New England states returned to New York this morning in order to attend the Pottery, Glass and Brass Salesmen's Association banquet at the Hotel Astor, tonight.

Howard T. Houston, china and glassware buyer for Abraham & Straus sailed Saturday on the Baltic for Europe where he will spend several weeks in the interest of his company.

Frank M. Miller with office and salesroom at 25 West Broadway, New York, a well known figure in the trade for years who has represented the Monongah Glass Co., Fairmont, W. Va., in the New York market since 1903 announces that he will no longer represent the line owing to recent developments at the factory necessitating a change in the concern's plans. As previously announced in the CROCKERY AND GLASS JOURNAL the plant was recently sold to new interests. Mr. Miller's firm has been known for several years as Miller & Inge, he having associated with him in the business of Leroy H. Inge, who is also well known in the trade.

An important arrival from Europe on the *Paris* last Wednesday after a several months' sojourn, was Herman C. Kupper, head of Herman C. Kupper, Inc. Mr. Kupper has been putting in his time at the various European factories represented in this country by his firm where he has been busily engaged working out new ideas for the various lines, some of which are already on display at the concern's salesroom here.

An acquisition to the selling staff of E. W. Hammond, announced from the latter's office this week, is Harold O. Phillips, one of the trades well known and popular salesmen who will call on the trade in the Metropolitan territory in the interest of Mr. Hammond's lines, which include his own line of decorated glassware and the Dunbar Flint Glass Corp's. line, the Louis Glass Co. and the Atlas-Globe China Co. Mr. Phillips has had a wealth of experience in the selling game and is a salesman of real ability. He was formerly connected for the past six years as salesman for Thomas G. Jones, manufacturers agent.

Announcement is made that "Abe" Fishgall, house-furnishing buyer for the Hecht Co., Washington, D. C., has resigned his position with this firm. While he has made no definite arrangements for the immediate future, Mr. Fishgall has several propositions in view. Irving Clark, former buyer for the Howland Dry Goods Co., Bridgeport, Conn., has been engaged by the Hecht store to fill the position vacated by Mr. Fishgall.

Peter J. O'Neil

The trade learned with sorrow of the sudden passing Thursday, January 27th, at the age of sixty-seven years, of Peter J. O'Neil, former buyer for several years for Abraham & Straus, Brooklyn. Mr. O'Neil had not been in good health for some time but his illness was not thought to have been of a serious nature. When he failed to appear last Thursday, in going to his room he was found dead in bed. Mr. O'Neil had been in the china business practicaly all his life, having started to work as a wagon boy for L. Straus & Sons.

Geo. Bassett & Co. in New Home

With the thousand and one details of removal completed and everything looking spic and span, Geo. F. Bassett & Co., the importing firm, who for years have been located in the old downtown district and who are one of the last firms to leave there, are now settled in their new home, 141 Fifth Ave. While their old quarters were attractive no comparison can be drawn between the two showrooms, the new one being so far superior in every way that it stands out head and shoulders above everything the firm has ever had before. The salesroom is located on the street floor. Upon entering, it is at once evident that a great deal of thought and planning preceeded the actual work of installing the splendid display facilities and general scheme of the place. The store, which is approximately 50 feet wide and 150 feet deep giving a square footage of display space of 7500 sq. ft. lends itself ideally to the style of display fixtures that are used. Along either side of the room, four spacious booths have been built standing eight feet in height while down the center are four immense Gothic style columns. Built around the base of these are display fixtures. Cabinets have been built around the base of the display booths with accommodations for storage of excess samples, etc., while above tiers of display shelves have been built. Above these shelves an overhanging ledge is constructed on the under side of which concealed lights and reflectors are set in giving a most efficient and pleasing illumination. At the rear right end of the room space has been allotted to the general offices while on the opposite side a room has been built which has been given over to the Bassett salesmen as a sample and packing room. Above this room and the general offices a balcony running the entire width of the room has been constructed where are located the private offices of A. H. Holbrook, president and W. J. H. Swartz, secretary. The decorative scheme of the place is very attractive. All of the booths and display shelves in the center of the room are finished in an exceptionally good looking gold bronze or antique gold which is entirely different from anything seen heretofore among the trade showrooms, while the side walls, columns and ceiling have been finished in white.

Mueck Succeeds Sherman at Pairpoint Office

An announcement of considerable importance and interest to the trade came from the office of the Pairpoint Corp., 43 West 23rd. St., this week.

It is to the effect that George E. Sherman, who has been connected with the firm's New York office for eighteen years, has been promoted to the place of assistant to Fred'k. R. Fish general manager of the factory. Succeeding Mr. Sherman is Al. J. Mueck who is well and favorably known in the trade having been associated with the New York office in a sales capacity for a number of years.

The change is to be made immediately and Mr. Sherman will in future make his home in New Bedford, Mass., where the factory is located and where he formerly made his home before coming to New York.



WHAT THE POTTERIES ARE DOING



Lull Follows January Market Season

THROUGHOUT the East Liverpool pottery district, a lull in new business has followed the close of the January market season. There appears to be more or less apathy among buyers in anticipating future requirements, especially in reference to the department store trade. Operations in the larger plants of the district are declared to be steady, and some of the smaller producers admit a slowness in the receipt of new business. Large contract business continues as formerly, and carlot loadings are going forward daily to these distributors. The middle-west trade is said to be buying on a more liberal basis than the east, and a nominal amount of business is coming from some of the southern sections, although an improvement in that territory is expected by the dinnerware manufacturers with the opening of the spring season. Western trade is classified as being from fair to good in spots, and dull in other localities.

There seems to be a tendency on the part of some department store buyers to be conservative in placing orders for future deliveries, and some of the latter are of the opinion that the market will show lower levels. On the other hand, the manufacturers hold that the market has passed the low level, and that present lists will be maintained throughout the year.

Some of the plants outside the immediate district are operating from four to five and one-half days per week.

Atlas China to Produce Ivory Exclusively

Confirmation of the exhaustive report in the CROCKERY AND GLASS JOURNAL three weeks ago that additional kilns would be placed in the production of ivory body during the first six months of the year, came this week when it was announced that the Atlas China Co., would produce this body exclusively at the Cambridge, O., plant. Now comes the report today that another large Ohio producing interest that recently put nine kilns on ivory production is outlining a program whereby seven more kilns will be added to this production. In the latter instance, complete details concerning this proposed move has not been worked out. Completion of the new unit of the Homer Laughlin China Co., may add to the production of ivory body, although no official announcement has come from that office whether the additional capacity would be used for white or ivory production.

Quite a number of the smaller whiteware producers announced this week, however, they did not propose to change from white to ivory, and that existing lines would be continued as formerly.

George Fowler Returns to Office

George Fowler, salesman for the Homer Laughlin China Co., has returned to the home office after spending several days in the eastern district business.

Atlas Tiers Collapse—$2,500 Damage

Six tiers of "green" ware in the plant of the Atlas China Co., Niles, O., collapsed a few days ago, causing a loss of $2,500 in ware alone. The ware had recently been placed in the "green" room awaiting to be placed in the bisque kilns. The collapse of the tiers is said to have been caused by the supports weakening. Immediate repairs and replacements are now in progress.

Nominating Officers for N. B. of O. P.

Various branches of the pottery trade are now nominating officers for election in the National Brotherhood of Operative Potters, nominations for which close Saturday, Feb. 12. President John T. Wood and secretary-treasurer John McGillivary have been renominated, and although others have been nominated for these two positions, their re-election is being conceded by the rank and file of the trade.

New Pottery Inventions to Be Announced

A number of important inventions having to do with the pottery trade are expected to be announced within the next few months by William J. Miller, for years interested in the designing and patenting of special machinery for the flint glass industry. So far Mr. Miller has been granted over 100 patents upon pottery fabrication machinery in various stages, these being designed before he sold his patents on glass machinery to the Owens Bottle Co., and the Hartford-Empire Co. It is related that many of the ideas of Mr. Miller will prove to be a long step forward in the operation of dinnerware plants, with especial reference to the clay sections of these shops.

Buffalo to Place New Kiln in Operation

Announcement has been made by the Buffalo Pottery Co., Buffalo, N. Y., that it will place its new down

ft glost kiln in operation within the next two eks. This plant is now in the production of a gen- l line of hotel and restaurant china.

mer Laughlin Construction May Begin in Spring

While no official announcement has come from the ces of the Homer Laughlin China Co., when con- tiction of its proposed new unit would begin, it is erally believed here ground will be broken before opening of spring. This new unit will be almost unterpart of the present No. 6 plant, with this ex- tion, all modern equipment of proven value will be alled. Tunnel kilns will of course be a part of the ipment of this unit.

Wheatley Increasing Production

The Wheatley Pottery Co., Cincinnati, O., producers a general line of garden art pottery is increasing production capacity by making alterations at its e and installing new equipment. Contracts for hinery have been awarded East Liverpool manu- urers.

oundry Purchases Part of "Martins Gardens"

ive acres of "Martins Gardens" located across the nsylvania railroad from the East End plants of Homer Laughlin China Co., of this city have been chased by the Patterson Foundry & Machine Co., ducers of all kinds of equipment for the ceramic ustry.

his interest is now operating two plants in the ntown part of the city, and when a new plant is pleted, the old properties will be abandoned and business consolidated under one roof. One of the nts of this company is now located across the street n the plant of the Knowles, Taylor & Knowles Co.

Texas May Have New Potteries

Wherever clay is found, first thoughts comes to those hat particular community to erect a pottery, and latest report of this character to reach this district es from Cisco, Texas, where a deposit of china clay been located. The clay is now being tested by eral manufacturers.

Observe Shenango Anniversary

Observance of the fifteenth anniversary of the open- of the plant of the Shenango Pottery Co., New tle, Pa., has been held, and according to President es M. Smith, the outlook for continued steady rations is most encouraging. In addition to pro- ing a general line of hotel and restaurant china, factory is also in the production of a small line of i-porcelain goods for general utility purposes.

Knowledge

R & H long ago saw that proficiency in the "Three R's" of production was not enough. To meet the complexities of modern enamelling we were convinced that only the most intensive search for facts and their application to enamelling processes, would insure satisfactory results. R & H Ceramic Chemicals, Minerals and Oxides thus bear the scientific imprint.

The ROESSLER & HASSLACHER CHEMICAL CO

709 Sixth Avenue, New York

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

Cronin Bros. Co. Takes Over Chelsea

The former plant of the Chelsea Pottery Co., New Cumberland, W. Va., is now known under the name of The Cronin Bros. Co. These young men are also in charge of the Standard Pottery Co., but the business of both units is distinct. The New Cumberand plant is equipped with a battery of tunnel kilns.

McNicol Clarksburg Plant Resumes

Following an idle period extending over five weeks, the Clarksburg, W. Va., plant of the D. E. McNicol Pottery Co., has resumed operations.

Bill Would Require Purchase of Ohio Made Ware

State Representative Ralph W. Emmons, East Rochester, O., representing Columbiana county of which East Liverpool is the largest city, has introduced a resolution in the House which, if passed, would compel the purchasing agents of every state institution to purchase Ohio made ware, whether semi-porcelain, china or hotel ware.

Kinney Passes Dividend

The G. R. Kinney Co., New York, has declared its regular quarterly dividend of $2 on preferred stock, payable on March 1 to stockholders of record February 18. The company passed its dividend on common stock.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Glass Factories on Nominal Schedules

FLINT glass factories in the Western Pennsylvania, Ohio and West Virginia, and those in the Maryland territory are declared to be operating on nominal schedules for this season of the year. Attention is being given to confirmation of orders that have been received during and since the close of the January market here. Salesmen who are now on the road have been forwarding a reasonable volume and these men are calling on many distributors who did not visit the market here last month. Contract business is said to equal to the business on hand at this time a year ago. Mail order houses are taking their usual requirements for this season of the year, while the syndicate stores are taking a larger volume of particular lines because of the expansion of these interests. The two-tone blown stemware, which was featured by many manufacturers during the opening of the season is continuing in very heavy request, and considerable advance orders are now on file for this particular line. The crystal blown and stem line is also in good movement. Staple lines are holding steady in demand with the market rather firm. Lighting glassware is in fair request for this season of the year, although it is admitted that the active demand is over until next fall.

Hardin R. Harmer Paquet Glass Trustee

It is reported here that the Paquet Glass Co., whose plant at Shinnston, W. Va., was recently destroyed by fire, has made an assignment for the benefit of its creditors. Hardin R. Harmer has been named trustee. When in operation this factory was active in the production of tableware, globes, a line of electric glassware novelties and specialties. The factory was destroyed by fire several months ago.

Syndicate Stores Show Big Growth

During the recent market season here, a number of glass salesmen discussed the continual growth of the syndicate stores, and of the increased volume of glassware all of these interests are now consuming. Two of the largest syndicates buying one or more lines of glassware are now operating as of Dec. 31st last, the discussion disclosed 2,603 stores as against 2,439 stores controlled at the close of business Dec. 31st, 1925. This shows an increase of 164 stores during the last year. The Woolworth interests, it was pointed out then controlled and operated 1,484 stores; S. S. Kr Co., 367; S. H. Kress Co., 169; McCrory Stores Co 199; Metropolitan Stores, 81; F. & W. Grand, 41; Newberry Co., 112; McLelland Stores, 114; Silve Bro., 19; Neiser Bros., 17.

All of these syndicates are considering an expans program for the current year, it has been explain and the Woolworth interests now propose oper four more stores in Chicago, and scattering stores e where. "This record shows the enormous buy power and also department requirements," one of group explained, "and the end of the growth of syndicate store is not even in sight." Practically of these syndicate stores have a glassware section, a glance at the number of stores operated by the lar interests, to say nothing of the smaller chain s groups, shows the large volume of glassware that th interests are capable of distributing at retail throu out the year.

Sears, Roebuck Propose $8,000,000 Expans

Reports have been received from Chicago office glass factories in this district to the effect that Sears, Roebuck & Co., propose $8,000,000 expan program in two far separated districts during the rent year. The largest of two plants to be ere will be at Los Angeles, Calif., where $5,000,000 be spent in the erection of a nine-story distribu and retail unit, and at Memphis, Tenn., $3,000,00 to be spent in the erection of a plant there. The ter building will also be nine stories in height, site for which has just been selected. The Los geles plant will be the seventh distributing plan this interest.

Expect to Sell Lippincott Plant

Information has been received from Alexandria, Id. of the probable sale within the next few weeks of factory of the Lippincott Glass Co. Receivers for company have said that no deal has been made the sale of the property to a Chicago interest.

Davies Glass Plant Sold

Announcement has been made of the sale of he former plant of the Davies Glass & Mfg. Co.'s, pu at Martins Ferry, O., to a new interest known as he Artcraft Metal Products Co., Columbus, O. This ac tory has been idle for over a year. The building's a new one, modernly built, and occupies the site of he

ner factory of the old Haskins Glass Co. Some nths ago a number of movable chattels were sold. e line proposed to be made in this factory will be ign to the former production.

Expect to Adjust Labor Dispute

Negotiations are now pending looking forward to adjustment of a labor dispute at the plant of the omas Glass Co., Cumberland, Md., where a num- of the employes of the blowing department have n on strike.

Knight and Horner Head Ace Glass Co.

. H. Knight and V. L. Horner are at the head of Ace Glass Co., recently formed at Lumberport, Va., with a capital stock of $100,000. The com- y will produce a line of blown and stem ware.

J. W. Crownover With Peerless Glass Co.

J. W. Crownover, for quite a period of time asso- ed with the management of the Maryland Glass p., Mt. Winans, Md., is now connected with the rless Glass Co., Long Island City, N. Y.

Pennsylvania Produces $99,000,000 in Glass

The Peoples Savings & Trust Co., of Pittsburgh a just issued a statement following a general survey f he glass industry of Pennsylvania, which shows h glass of all kinds and character were produced vi in the state last year to the value of $99,000,000. T valuation of the production in West Virginia has e placed at $50,000,000, that of Indiana $41,000,000 n Ohio $33,000,000. Bottles and jars were produced n Pennsylvania last year to the value of $19,000,000 h survey discloses.

Flood Inconveniences Imperial Glass Co.

eneral activity at the plant of the Imperial Glass C Bellaire, O., was inconvenienced recently on ac- o t of the flood of the Ohio River, and stocks stored n he lower floors of the plant had to be removed to h upper floors. For over a week there was no ship- in of glassware by rail from the factories at Paden i and New Martinsville, W. Va., on account of the o l causing considerable damage to the Ohio River a oad. Business at all of these factories at this time s ntinuing on a normal basis.

E. D. Libbey Leaves Museum $20,000,000

pproximately $20,000,000 will be turned over to h Toledo, O., Museum of Art under the terms of the i of the late E. D. Libbey, it was announced on the o pletion of a final estimate of the value of Mr. Lib- e s residuary estate. The Probate Court has ap- r ed the sale of the estate's holdings of stock in the i bey-Owens Glass Co., about 41 per cent in all, to oup of bankers and industrialists, the announce- n t said.



Gifts and Prizes from Japan

Our new importations include many attractive articles to sell for one to five dollars at retail. Quaint Lustre Condiment Sets, Sweet Meat Sets in fancy box, Silver and Gold Plated Novelties in Antimony and, of course, general Japanese Art Goods of Quality.

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New York

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the fifteenth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

A NUMBER of questions have been received on how to compute the taxable profit on the sale of stock received as a stock dividend. The statement of general principles involved will, I believe, make it unnecessary to set forth any of the specific questions and their answers.

A stock dividend as such is not taxable. It is deemed to be merely a splitting up of the original holdings in the same light as the exchange of a half dollar piece for two quarters. Thus, where 100 shares of stock are bought at $28 a share, or a total outlay of $2,800, and a 40 per cent stock dividend is received, the holder now has 140 shares costing the same $2,800. Each share, therefore, is now deemed to cost him $20. When any of the stock is sold, whether it be the original shares or the dividend stock, gain or loss is computed on the basis of a $20 cost.

QUESTIONS AND ANSWERS

Dividends and Gifts

Q. (a) Is one entitled to deduction from one's gross income or the income received from industrial corporations who have already in their returns paid the Government income tax? (b) Is one entitled to deduct from the income received from bonds where the corporation pays a 2 per cent normal tax? (c) Are gifts from a parent to a child taxable under the child's income returns?

J. H. B.

A. (a) I assume you have reference to dividends. Dividends are subject to surtax only. The fact that the corporation has already paid the Government the tax on the income is taken into consideration by exempting dividends from normal tax. (b) The 2 per cent tax paid by a corporation may be taken as a credit against the tax due by the bondholder. (c) Gifts are not taxable.

Sale of Inherited Stock

Q. A man inherits some stock in 1925 and sells same in 1926 at a higher price than the appraisers of the estate valued it at. How is the tax computed on this? Should the interest from U. S. Bonds be added to salary, bank interest, stock dividends, etc., in obtaining the total income.

J. H. C.

A. The taxable profit is the amount by which the sales price exceeds the value of the stock at the time of the death. Interest from Government bonds is exempt from normal tax and to some extent, depending upon the particular bond, exempt from surtax as well.

Head of a Family

Q. In 1923 I took two fatherless and motherless children from the State Orphan School. I have kept them given all and more care than most parents. I have adopted them. This year I claimed exemption of $3,000 in my tax report as the head of a family. The deputy clerk here would not allow it. I would like the opinion of someone higher up on the matter. J. L. F.

A. Since you maintain both these children in your own home, you are entitled to the $3,500 head of the family exemption. In addition, you may take $800 credit for their support. Even though you have not adopted these children, there is a moral obligation on your part to support them, under the circumstances.

Securing Tax Blanks

Q. I would like to know where I could get the blank forms to make out the income tax report. W. A. McK.

A. Income tax forms may be secured from the nearest office of the Collector of Internal Revenue or the nearest Revenue Agent's office. As a final resort, write to the Commissioner of Internal Revenue at Washington, D.C. The general practice of the Department is to mail blanks directly to those who have filed returns in previous years.

Real Estate Profits

Q. In 1926 property was sold for $34,000, half of which was cash, the balance on 3 year mortgage. Property was purchased in 1915 for $14,000. What is the tax to be paid? J. F.

A. Since you received more than 25 per cent in cash the transaction is not an installment sale. Your profit is therefore, the difference between the sales proceeds and the cost after reducing the latter by accrued depreciation. In determining what are the sale proceeds, you have the right to consider the mortgage at its present discounted value rather than the face value if it is not worth its face amount.

Decedent's Return

Q. I would like an answer to the following income tax question: How to figure the tax of a decedent who ie

(Continued on page 25)

What's New in New York Showrooms

Many Alluring New Items Seen in Sterling Exhibit

Visiting room 361 of the McAlpin Hotel, where ames P. Gordon is exhibiting the lines of the Ster- ng Glass Co., Cincinnati, O., discloses some of the ost admirable and charming items in glassware that ould be found in a long search. Ten new patterns e featured in decorated and engraved glass, out- anding among which the "Suzanne" and "Brilliant" esigns, both meriting more than a passing word. The uzanne features a very pretty silver engraving of oses and leaves against a background of blue and jade reen, while the Brilliant shows a series of deep nties on a background combining colors of amber nd jade green. Another very beautiful offering is heir "Royal." This presents a rich ruby and amber ontrast in conjunction with unusual and attractive graving. All of these splendid decorations are own in a complete line of both ornamental and use- ul pieces. Then there is a splendid showing in rock rystal stemware lines. The fact that these have al- eady met with a most generous response from the uyers tells the story. A selection of nine patterns re shown. In addition to the above there may be een a display of stemware combining crystal with an ssortment of colored stems. The engraved designs own on these are quite on a par with the general xcellence of the line. It might be mentioned in pass- ng that Mr. Gordon is featuring those luscious big ed apples, which have an appeal all their own, in fact, hat would a "Jim" Gordon display be without red ples anyway?

The New Home of Guerin-Pouyat-Elite, Ltd.

The new salesroom of Guerin-Pouyat-Elite Ltd., the he French importing house, is now located on the fifth oor of 39-41 West 23rd St., where the concern have ost attractive quarters. The side walls have been worked ut in a panel effect in a pleasing tint of gray. A light n shade has been used for the ceiling and for a border. he arrangements for displaying the firms lines are most dequate. Mahogany color tables are placed at the front nd and entirely along either side of the room the tops f which are finished with a gray felt inset, which har- onizes with the color of the side panels perfectly. The ame style of tables, six in all, are placed end to end own the center, which leaves an aisle on either side and own these carpet runners have been placed on the floor urried the full length of the room. The floor is finished a dark mahogany color. At the rear end, enclosed by five foot partition, and swinging gate, all of which is nished in the same gray tint as used on the panels, is he office of Henry Witte manager of the firm and his ssistants. As stated above the arrangement for the dis- lay of the lines is excellent. Looking down the room rom the front end the left side has three tiers of shelves built above the tables and the same idea is carried out at the front. On the right side display racks standing five tiers high have been placed on the tables and are used exclusively to show service plates. It is not difficult to imagine what a colorful effect this gives. The lighting arrangements are most unusual. Four large beautiful prism drops, each one different from the other as to size and design, have been suspended down the center of the room, while a smaller one hangs from the middle of the ceiling in the office. Adequate space for storage of stock and extra samples has also been provided. On that side of the showroom which faces the entrance two artisti- cally finished doors at either end lead into one stock room, while at the rear side of the office another door leads into a second room. In all the 2000 square feet of space which the firm has is used in every way to the best possible advantage.

Smith-Phillips Line Attracts Much Attention

An exhibit of more than ordinary merit is being held in room 310 of the Hotel McAlpin, where J. W. Mackey and Wm. L. Tickell are showing the lines of the Smith-Phillips China Co., East Liverpool, O. The display which will continue for the next two weeks, features seventeen new patterns on their brand new Oakmont shape. In regard to this shape it is not at all surprising that it is receiving the reception it is being accorded. The casserole has a base of four grace- ful rounded sides, while at each corner four small breaks occur giving it really an octagonal foot. The sides which are distinctly concave are carried out in the same idea and the tops are brought in at a slight upward slant thus forming the rim. The cover, which is inset and fitted perfectly into the body of the dish, is rather low and of the same contour and rests on an overhanging inside rim. This rim in turn serves a twofold purpose for in addition to holding the cover it will also prevent contents spilling over the sides. A special feature of this shape is the knob. This is worked out in an exact reproduction of an acorn while forked handles rounding out in a most graceful way complete its charming appearance. The decorations are quite in keeping with the shape, in fact, the word rainbow perhaps more aptly describes the wide range of colors. Floral ideas, birds, leaves and fanciful motifs are employed admirably. In addition to the above this factory also have a new cake plate made in a square effect with pierced handles as well as a pickle dish which is oval but has the same type of handles. There are also some very pretty offerings in luncheon sets in a wide range of colorful and pleas- ing decorations each one of which is a winner. One very good idea that the Smith-Phillips firm have in- troduced is that now each of their patterns carry the name on the back which is stamped on in addition to the trade mark.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

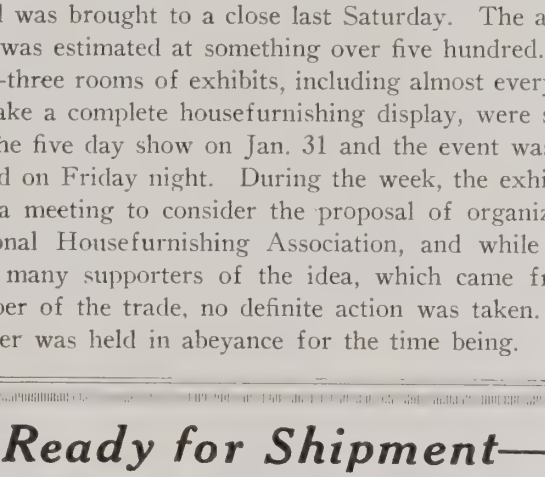
By
J. H. Smythe, Representative

Chicago Exhibit a Success

THE first week of the Eastern Importers and Manufacturers showing at the Palmer House in Chicago was declared most successful with a good average attendance for the Winter season. The exhibits included some of the most important lines in glassware, lamps and novelty china in the country and these were a drawing card to bring in the buyers from the middle west.

The Annual Housefurnishing show at the Sherman Hotel was brought to a close last Saturday. The attendance was estimated at something over five hundred. The forty-three rooms of exhibits, including almost everything to make a complete housefurnishing display, were set up for the five day show on Jan. 31 and the event was concluded on Friday night. During the week, the exhibitors held a meeting to consider the proposal of organizing a National Housefurnishing Association, and while there were many supporters of the idea, which came from a member of the trade, no definite action was taken. The manner was held in abeyance for the time being.

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Dooner Logan, manufacturers representatives, ar moving this week to a new display in the Kranz buildin on State Street. Here they will have a larger displa space and will also be closer to the center of retailing, a well as closer to the wholesale china and glassware sec tions. Their former address was 39 W. Adams St., Ch cago. The company has recently received samples fro S. C. Tarrant Co. of New York and the Muncie Cla Products Co. of Muncie, Ind., two lines now added t their display.

A new addition to the electrical household business i Chicago, is the Sweeper Vacuum Sales Corp., at 844 Rus Street, incorporated recently to manufacture and sell elec trical apparatus, household utilities, etc. The incorpo rators are Charles F. Hugh, C. E. Carnahan, and H Smith..

State Street store owners put into effect what is virtu ally an eight-hour day recently when they announced th working time of all employees would be reduced thirt minutes without a reduction in wages. Under the new ar rangement, stores opened at 9 a. m. instead of 8:30 a. m as heretofore, and closed at 5:30 p. m. as usual. Lunch eon periods continued to be regulated by the managemen of each store.

The Haven Co., 666 Lake Shore Drive, Chicago, re tired from business on February 1. This concern has bee prominently known for many years past in the lamp an shade trades, having represented factories and having produced lamps under their own trade name.

William Stitzburg became associated with J. L. Bloch & Son on February 1. He will sell their line of lamps novelties, and household furnishings in the Chicago terri tory. The Chicago office will be announced soon.

Straus & Louis Carpet Co., 21-23 North Vermillion Street, Danville, Illinois, was recently incorporated with a capitalization of $30,000. The company will manufac ture household furnishings and kindred merchandise The incorporators are Julius Straus, Arthur T. Gay an I. H. Louis.

The proposed retail furniture store by L. Klein at 11343-45-47 Michigan Avenue, Chicago, will probably be the largest one in that section. The building, which wil have a terra cotta front, will be three stories in height with basement, covering an area of 50 feet by 157 feet The cost is expected to reach $125,000.00

Miss Anna Kerner, of George Watts & Co., Milwaukee, was a visitor in Chicago last Saturday.

I. E. Mincks, vice-president of the Albright China Co., Carrollton, O., was a visitor in Chicago last week and visited the company's office here.

WHAT TO BUY AND WHERE TO BUY IT IN —

CHICAGO

A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

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Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
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IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

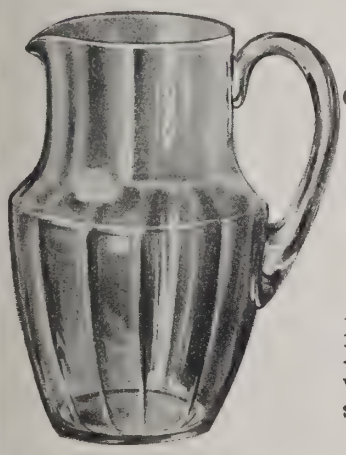
IRA A. JONES CO.
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Representing:
Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
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FURNITURE MART
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This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Westmoreland Glass Co.
Grapeville, Pa.



Manufacturers of High Grade Glassware Plain, Cut and Decorated For Gift Shops, Florists and Table Use

No. 1801. 5 Pt. Jug. Made in crystal as well as beautiful shades of Blue, Green and Amber.

Representatives

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H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Rd.

CHICAGO
R. A. Keel,
4439 Greenview Avenue
CHICAGO

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive Street

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



Illustrating our No. 40 line. A very lovely spiral flute, reproducing in a delightful manner the early Colonial. Made in sparkling crystal, green, also a combination of amber and crystal. One of the most popular lines we have ever produced.

Complete line, including many novelties.

Representatives

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — F. T. Renshaw, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.

Income Tax

(Continued from page 22)

une 18, 1926. Nothing had been distributed up to January 1, 1927, but a tentative inheritance tax has been paid. What I want to know is do I have to figure the tax just he same as if no death had occurred? If so, am I not paying two taxes, inasmuch as an inheritance tax has already been paid? W. A. H.

A. A return must be filed for the decedent covering his income from January 1 to June 18. In addition, a return should be filed for the estate from June 18 to the end of he year. The fact that an inheritance tax has been paid does not involve a duplication. The inheritance tax is imposed on the principal of the estate. The income tax is on the income.

Oronowitz Is Made Bloomingdale Ad Manager

David Oronowitz has been named director of sales and publicity at Bloomingdale Bros., New York, department store to succeed Douglas Walker, who resigned recently.

Mr. Oronowitz has been with Bloomingdale Brothers for the last three years and recently had been head of fashion advertising.

New York Imports

February 2

S. S. Rotterdam from Rotterdam

Davies, Turner & Co., 6 cases crockery
Lazarus & Rosenfeld, 10 cases crockery
National City Bank, 50 packages crockery
Strauss, N. & Sons, 4 cases crockery
Phoenix Shipping Co., 76 cases crockery and toys
Buchholz, O., & Co., 1 case glassware

February 3

S. S. Seydlitz from Bremen, Germany

Roloson, A. F., 32 cases crockery
Namm & Singer, 3 cases glassware

S. S. Ascania from Southampton, England

Robold, J. C., & Co., 1 case chinaware
Fr. Am. Glass Co., 2 casks glassware

S. S. Baltic from Liverpool, England

Kapper, H. C., Inc., 9 crates earthenware
Ovington Bros. & Co., 1 cask chinaware
Bassett, G. F., & Co., 10 crates earthenware
Gilman Collamore & Co., 1 cask earthenware
Davis Collamore & Co., 3 casks glassware, 1 cask chinaware
Stern Bros., 1 cask earthenware
Lazarus & Rosenfeld, 12 crates earthenware
Pitcairn, W. Corp., 33 casks earthenware and china
Guaranty Trust Co., 7 crates earthenware
Rowland & Marsellus Co., 6 crates earthenware
Boote, E., 19 packages earthenware
Barth, L. & Co., 2 crates earthenware
Fondeville, A. J., & Co., 8 packages earthenware
Tharaud, J., Inc., 6 packages earthenware
Dickinson, E. B., Inc., 15 packages earthenware

S. S. Anaconda from Rotterdam, Holland

Renberger & Saul, 1 case earthenware
Bloch, L. D., & Co., 303 cases earthenware, glassware, etc.
Lazarus & Rosenfeld, 234 packages crockery, glassware and china

S. S. Bellepline from Rotterdam, Holland

Bloch, L. D., & Co., 235 cases china

February 4

S. S. Aquitania from Southampton, England

S. B. Imp. Co., 10 cases glassware
Fr. Am. Glass Co., 10 cases glassware
Haviland China Co., 135 casks porcelain
Haviland Co., 34 cases porcelain
Kupper, H. C., Inc., 18 casks porcelain
Streiff, C. S., 23 casks porcelain
Bernardaud, L., & Co., 13 casks porcelain
Phoenix Shipping Co., 7 casks porcelain
Vogt & Dose, 15 casks porcelain
Stern Bros., 1 cask porcelain
Globe Shipping Co., 2 casks porcelain
Bloomingdale Bros., 4 casks porcelain
Macy, R. H., & Co, 2 casks porcelain
Reynolds, O., 1 package earthenware

S. S. Moreas from Piraeus, Greece

Aiden Rug & Pottery Co., 29 cases earthenware

S. S. Samaria from Liverpool, England

Little, G. F., 1 cask earthenware
Gimbel Bros., 1 crate earthenware
Thurnauer, G. M., Co., Inc., 3 cases hollow ware
Davison, J., Inc., 11 packages china and earthenware
Leyland, P. N., Inc., 2 casks earthenware
Straus, N. & Sons, 7 crates earthenware
Reimer, F. C., Co., 1 cask earthenware
Meaking & Ridgway, Inc., 33 packages earthenware
Plummer, H. H., & Co., 3 packages earthenware
Gerlach, F. B., 13 casks earthenware
Vogt & Dose, 10 casks earthenware
Maddock & Miller, Inc., 40 packages earthenware and china

S. S. San Francisco Maru from Hamburg, Germany

Judson Frt. & Fwdg. Co., 32 cases crockery
Gimbel Bros., 6 cases crockery
Oven Walsh Mfg. Co., 11 cases hollow glass
Ashe Ch., & Co., 11 crates earthenware
Phoenix Shpg. Co., 19 cases hollow glass
Chatham & Phenix Nat'l Bank, 16 cases crockery
Commonwealth Bank, 20 cases crockery
Southern Pacific Lines, 1 case earthenware
Block, J. L., & Sons, 79 cases crockery
Frankel, J., & Co., 16 cases woodenware, glassware and toys
Butler Bros., 268 packages crockery

S. S. Collamer from Bordeaux, France

Amer. Express Co., 5 casks china
Byrnes, W. J., & Co., 2 casks china
Bamberger, L., & Co., 2 casks china

S. S. Drottningham from Gothenburg, Sweden

Venon, J. H., Inc., 67 cases glassware

February 5

S. S. American Merchant from London, England

Tobias & Co., 4 cases earthenware

S. S. Paris from Havre, France

Downing, T. D., & Co., 13 cases glassware
Chapin, C. M., 1 cask glassware
Imwald, J., Glass Co., 7 cases glassware
Hudson Fwdg. & Ship. Co., 7 cases glassware
Henshaw, G. A., & Sons, 2 cases glassware
Lamber, H. C., 9 casks crockery
Henjes, F., Jr., & Co., 11 cases furniture and glassware
Ovington Bros., & Co., 6 packages glassware
Duwco Co., 5 cases glassware
Taub, M., Hummel & Schall, 1 case glassware
Tausig & Pilcer, 2 cases glassware
Transatl. Clock & Watch Co., 11 cases glassware
Guaranty Trust Co., 9 cases chinaware
Borgfeldt, G., & Co. 3 casks chinaware
Globe Shipping Co., 7 cases china, etc.
Hirschbach, Smith & Co., 1 case glassware

February 7

S. S. Arabic from Antwerp, Belgium

Ovington Bros. & Co., 6 packages earthenware, 15 cases glaware
Zanes, W. R., & Co., 2 cases glassware
Amer. Ship. Co., 17 cases earthenware
Amer. Ship. Co., 19 cases earthenware
Amberg, L. & Son, 13 cases toys, etc.
Silverman, C., 11 cases toys
Rehberger & Saul, 4 cases crockery
Corn Exchange Bank, 8 cases toys
Bouton, J., & Co., 4 cases toys
American Exchange-Irving Trust Co., 11 cases toys
State Bank, N. Y., 2 cases toys
Levy Bros. China Co., 16 cases crockery
Carstens, C. S., 2 cases crockery
Heinrich & Winterling, 27 cases crockery
Satz O., 10 cases crockery
Spence, C. R., & Co., 20 cases toys
Gary Eigner Corp., 40 cases crockery
Kahla China Corp., 13 cases crockery
N. Y. Mdse. Co., 108 cases toys, 18 cases glassware
Butler Bros., 132 cases crockery
Wessel, Duval & Co., 16 casks glassware
Order, 1 case crockery

S. S. Clara from Venice, Italy

American Express Co., 4 cases glassware
Order, 3 cases glassware

From Palermo, Italy

Hudson Forwarding & Shipping Co., 29 cases earthenware
Granata, G., & Co., 16 barrels crockery, 37 cases earthenwar

S. S. Sangamon from Naples, Italy

Atlantic Forwarding Co., 6 packages earthenware

S. S. Hektor from Marseilles, France

Elwell, J. W., & Co., 2 cases pottery
Wolcott, A., & West, 2 cases pottery

February 8

S. S. Conte Biancamano from Genoa, Italy

Bernard, J. E., & Co., 8 cases majolicas
Altman, B., & Co., 1 case earthenware, etc.
Gilbert, S., 4 cases furntture, earthenware, etc.
Wanamaker, J., Inc., 2 cases earthenware
Marcuse, B., 5 packages earthenware, etc.

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You are cordially invited to inspect our lines
ARTHUR L. BLACKMER
in charge

Edward A. Filene Address

(Continued from page 15)

salers, is faced by the chain stores as a reality which he cannot escape. If he is not ready to accept the chain stores unreservedly at this time, he would better organize to sell, say, one-third or one-half of his product to chains, and sell the rest of it where the chains are not functioning yet. Gradually out of his experience he will know what he wants to do in the future.

As I have said, production and distribution require different qualities. There have been many attempts of producers to distribute directly, which have been failures. No dogmatic statement can be made about this, of course, but whereas formerly I did not believe there was any reason why a good producer should not be a good retail distributor, the facts have made me changed my mind a good deal on this point. There are certain things, as we know, where the producer must or may best be his own distributor, such as automobiles, for example. But when it comes to clothing, furniture, crockery, food—in fact almost all the necessities where a wide variety is required, no manufacturers can in this era of mass production successfully make, at the lowest prices and the best values, the many things required.

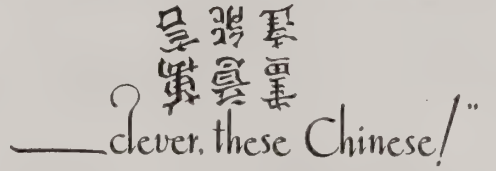
In these lines the way out for the producer is to experiment. The right way certainly is not to shut his eyes to what is happening and refuse to sell the chains, because by doing this he simply forces the chains either to manufacture for themselves, or else to back new producers who will make for them what they need. The chances are that these new producers will produce for less than the old ones, because they will locate in the best places—the sale of their output being assured—that is, locate where they can get cheap water power, or get coal without transportation costs, a better labor market, etc. For instance, you will recall that the producers of a cloth-covered octavo book, 150 pages, well printed, which sells for ten cents at retail in the Woolworth stores and perhaps other places, are located at Kingsport, Tennessee. This remote town does not seem, until you understand the facts and reasons, exactly the place that would be chosen from all the United States for book publishing—though I understand it is a very charming town of nice people.

If the producers of all the kinds of goods which can be sold in mass quantities will adopt the principles that underlie the production of the Chevrolet car, the Ford car, the Kingsport books, the Thom McAn shoe, and numerous other articles—namely, the principle of the best quality for the lowest price, the principle that the right to profit begins only with service to the customer, the principle that nothing but practical, scientific production can compete sucessfully in the future—which means that running production by opinions must give way to producing and distributing on the basis of facts, scientifically ascertained—then they will also greatly increase the size of their business and their profits; especially if they realize that big advertising that tells the truth, that helps the customer to choose wisely, is not uneconomic, is not as waste, but is a real service to the progress of the world.

I do not know how all this has impressed you. I imagine the word of a surgeon that a major operation is required never sounds very welcome, very attractive; but the surgeon may be necessary, may even be our best friend, even while he cuts into the tender tissue of our growth. I hope for one thing, at least, out of this talk with you. Inasmuch as it is based wholly on a very deep and sincere desire to make the profession of business a real profession—which means a real machine for service for the common good—inasmuch as it is based on a real and sincere desire to point out to you the possibilities of greatly increasing your success, and avoiding the dangerous competition that is upon you—on account of all of these things I hope that if anything in my method or manner of stating the facts has been undiplomatic and has offended you, that you will forget that, and simply ask yourself: "How can I make or save a dollar out of what has been said?"

If anything I have said will help you more quickly to become more successful and more efficient, then you will help me to advance what I value most in life, the religion of service—the service in this case that helps to fight what is at present an almost incredible waste in production and distribution, and which in turn underlies the weaknesses that cause war and poverty, class feeling, insufficient funds for education, and many of the other things that retard the progress of the world.

Business is one of the finest ways of expressing true religion.



The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.

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The accompanying illustration shows Spode's Buttercup pattern on Chelsea Wicker shape. This design is very simple, being two brown printed lines on the rim and center border, with floral groups on the rim and center painted under the glaze in rich enamels of yellow, green, and blue. The engraving is one of the earliest applied on this shape. The Chelsea Wicker shape was purchased by Spode at the dismantling of the old Chelsea works and was used by him for earthenware. The lines of this shape are very soft and interesting. The combination of the Buttercup design on the Chelsea shape gives an effect of charm, quaintness and beauty.

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Miss Steinfeld, lamps, C. F. Hovey Co., Boston, Mass., 244 Madison Ave., 7th floor.

R. S. Moore, housefurnishings Emery, Bird, Thayer D. G. Co., Kansas City, Mo., 25 Madison Ave.

H. E. Greenwood, housefurnishings, toys, Muller Co., Lake Charles, La., 128 W. 31st St. (Kirby, Block & Fischer).

B. E. Cohn, toys, Donovan Co., Lancaster, Pa., 120 West 32nd St. (A. Fantl).

D. Harrison, toys, Bullock's, Los Angeles, Calif., 1440 Broadway (Assoc. Mdsg. Corp.).

H. L. Weaver, toys, Broadway Dept. Store, Los Angeles, Calif., 128 W. 31st St. (Weill & Hartmann).

N. Ellison, novelties, toys, E. Ellison & Sons, Minot, N. D., 1170 Broadway (Ahrens, Smith & Ferguson).

Miss C. V. Capps, gifts, lamps, J. L. Brandeis & Son, Omaha, Nebr., 463 7th Ave. (S. M. Goldberg).

Mrs. R. Turner, art goods, china, lamps, Lamson Bros. Co., Toledo, Ohio, 220 Fifth Ave. (F. Atkins).

FEBRUARY 4, 1927

Mrs. J. E. Dunwoody, housefurnishings, Chamberlain-Johnson-DuBose Co., 60 W. 35th St. (Wm. M. Van Buren).

R. M. Livermore, toys, notions, Kaufman & Co., Colorado Springs, Colo., 1150 Broadway (F. Lilienthal & Co.).

Mrs. M. Heller, art goods, lamps, Rike, Kumler Co., Dayto Ohio, 1440 Broadway (Assoc. Mdsg. Corp.).

J. G. Anthony, housefurnishings, china, glassware, 333 7th A (J. M. Biggins, Inc.).

Miss E. Grodinsky, china, glassware, lamps, L. S. Ayres & C Indianapolis, Ind., 1440 Broadway (Assoc. Mdsg. Corp.).

Mr. Moreland, housefurnishings, china, Mendel & Harris, In New Haven, Conn., 115 West 30th St. (B. F. Levis).

J. M. Saville, glassware, housefurnishings, Zion's Co-Op. Me Institute, Salt Lake City, Utah, Latham.

A. A. Blankenmeister, china, B. Nugent & Bros. D. G. Co., Louis, Mo., 112 W. 38th St. (National Dept. Stores, Inc.), 19 floor.

P. Weill, housefurnshings, toys, B. Nugent & Bros. D. G. C St. Louis, Mo., 112 W. 38th St. (National Dept. Stores, Inc.), 19 floor.

FEBRUARY 7, 1927

Mrs. M. A. Russell, notions, toys, Chamberlain-Johnson-DeBo Co., Atlanta, Ga., 60 W. 35th St. (Wm. M. Van Buren).

Miss M. Byrne, notions, lamps, J. M. Hartley & Sons Co., Fa mont, W. Va., 105 Grand (Jay & Co.).

Miss B. Vollmer, toys, Gimbel Bros., Milwaukee, Wisc., 116 32nd St.

W. R. Whisler, housefurnishings, toys, Kerr D. G. Co., Ok homa City, Okla., 333 7th Ave. (J. M. Biggins, Inc.).

FEBRUARY 8, 1927

S. R. Casper, housefurnishings, Loveman, Joseph & Loeb, B mingham Ala., 112 West 38th St. (Littman & Storch), 14th flo

Mr. Nevins, lamps, Gilchrist Co., upstairs, Boston, Mass., W. 31st St. (American Retailers' Ass'n.).

Mr. Brand, china, toys, gifts W. A. Wieboldt & Co., Chica Ill., 128 W. 31st St. (American Retailers' Ass'n.).

L. Nubrik, toys, crockery, Crowley-Milner Co., Detroit, Mic 100 W. 32nd St.

C. E. Wethington, notions, lamps, toys, H. Weil & Sons, Gol boro, N. C., 128 W. 31st St. (Kirby, Block & Fischer).

T. J. Gill, china, glassware Emery, Bird, Thayer D. G. Kansas City, Mo., 25 Madison Ave.

F. E. West, toys, Emery, Bird, Thayer D. G. Co., Kansas C Mo., 25 Madison Ave.

(Continued next week)

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THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 7

FEB. 17, 1927

IN THIS ISSUE

Peter Potter broadcasts the thirty-fifth annual banquet of the Pottery, Glass and Brass Salesmen's Association at the Hotel Astor.

WHAT MAKES AN EDUCATED BUYER? This is an instructive article by W. S. Hays that will be read with interest by buyers.

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

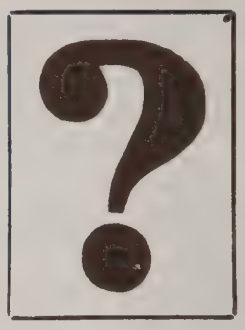
Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

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Your Customers' Eyes

BY INVITATION MEMBER OF

RICE LEADERS OF THE WORLD ASSOCIATION

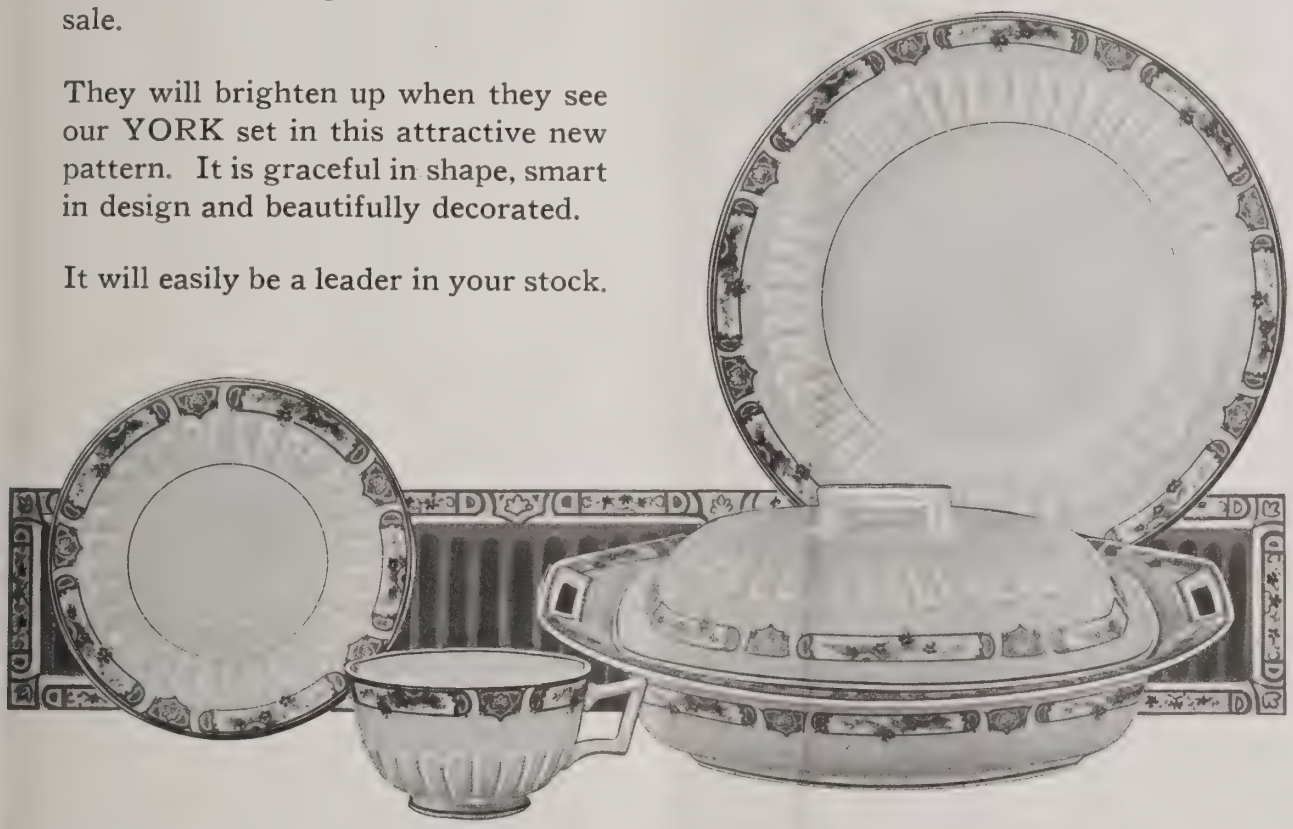
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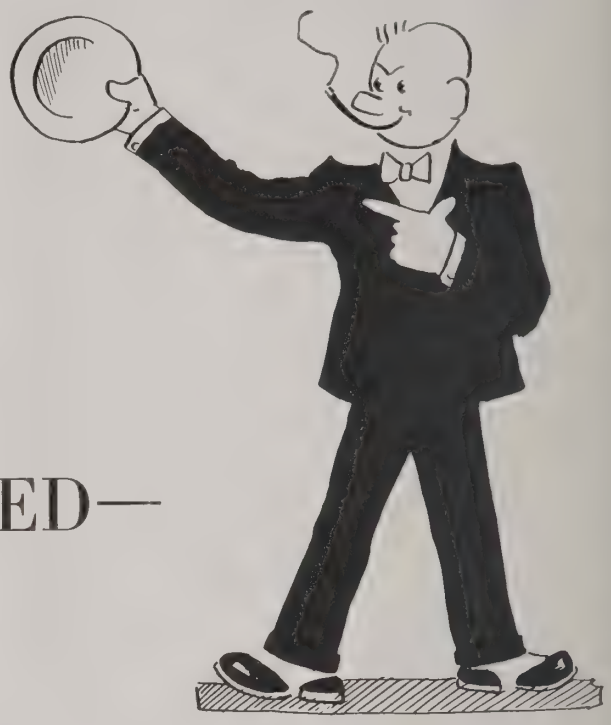
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DOLLS AND TOYS
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Vol. 104 February 17, 1927 No. 7

AS THE EDITOR SEES IT

How Long Do Machines Live?

The machinery mortality rate in the United States is high. In accordance with the axiom that the faster one goes ahead the more one leaves behind, the American manufacturer is in the habit of scrapping old machines and factories to make way for new and better ones.

This brings him into controversy with the income tax collector. Every train arriving at Washington deposits controllers, corporation treasurers, attorneys and certified accountants with brief cases bulging with papers relating to income tax disputes, a large proportion of which, according to the Department of Manufacture of the Chamber of Commerce of the United States, relate to depreciation of machinery and other properties used in production.

Many of these questions hinge upon the average life of a machine. One manufacturer might contend that it will be obsolete in five years, another in ten and the Bureau of Internal Revenue in fifteen.

To determine the average length of life of machinery in different industries the Department of Manufacture has embarked upon a study of this phase of depreciation cooperating with trade associations. The aim is the establishment of mortality standards for machinery for the guidance of the income tax collectors as well as industry—to determine, in other words, the average pace of progress and how fast machines succumb to the ravages of old age and the competitive onslaught of newer and more effective machines.

European Trade Picks Up

Although Europe still lags far behind her previous position as an American market some reason for encouragement from recent events is afforded by a survey of export trade of the United States during the first three quarters of the present year made by the Department of Foreign Commerce of the Chamber of Commerce of the United States, the results of which are summarized in "Our World Trade."

"Our export trade with Europe," the Department concludes, "shows improvement. The decline in our shipments to that continent for the nine months of 1926 amounted to $258,612,000 as compared with a loss of $269,873,000 shown by the figures for the first half of the year. Exports to five other grand divisions showed the following substantial gains: Asia, $75,250,000, or 24 per cent; South America, $31,318,000, or 11 per cent; North America, $30,309,000, or 4 per cent; Oceania, $17,624,000, or 13 per cent; and Africa, $10,428,000 or 16 per cent."

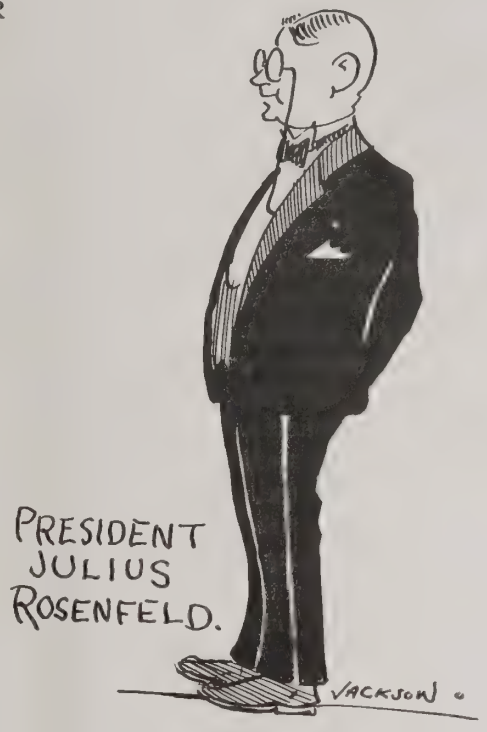
Most of the larger European markets showed improvement for the third quarter, although continuing to show declines for the year to date. Five minor European markets increased their purchases: Irish Free State, Portugal, Rumania, Czecho-Slovakia and Austria. Exports to the Irish Free State more than doubled, increasing $6,739,000, or 137 per cent.



"Look this way, please!" and everyone present hearkened to the cameraman's command and tried to look pleasant as the flashlight gun boomed at the Thirty-fifth Annual Banquet of the Pottery, Glass and Brass Salesmen's Association held at the Hotel Astor, last Friday night.

Broadcasting the 1927 P. G. and B. S. A. Banquet

By PETER POTTER



Hotel Astor, February 11.—Hello everybody. This is Peter Potter broadcasting from the North Ballroom of th' Hotel Astor the occasion being the thirty-fifth annual banquet of th' Pottery, Glass and Brass Salesmen's Association. I've been attendin' these affairs for a good many years and they seem to get better every year. If that's possible. What a crowd! I just saw young Percy Leyland come in. Nice fellow Percy an awfully polite. There was an old fellow sellin' newspapers out in front of th' hotel as Percy came in. "Evening Sun?" said th' old fellow to Percy and Percy up and says: "Evening sir." The committee certainly made a success of this banquet. "Eddie" Hammond is chairman and the rest of the committee consists of Arthur G. Stier, William S. Pitcairn, Howard R. Handy, Charles H. Phillips, Jr., J. Meredith Miller, D. King Irwin, Harry S. Clarke, William C. Lynch, F. Calvin Demarest, Kirk R. Bryce, John J. Hines, Julius Rosenfeld, Edmondson Warrin, William H. Schreiber, Alfred B. Gunthel, Thomas Smallwood, Justin Tharaud, Charles Herman, Paul Schneeloch and Oscar Kopel. All well-known in th' trade. Here's good old "Jack" Hines, former president of the Association. Jack's keeping up with his golf this winter when th' weather permits it. "Marc" Lester is down from Canada. Hasn't sung any songs yet. There's young Justin Tharaud, Jr., lookin' spick and span. They're serving the soup now. Fred Oliver is sparring with his soup. He leads to his face with a right hook. Score one for Fred. Let's glance around and see who's here. Ah, here's Herbert & Neuwirth's table —left to right—Max Herbert, Sam Neuwirth, P. P. Hicks, W. C. Bowes, and Herman Kashins. Well, well, if there isn't "Gabe" Torlotting, the intrepid visitor. Homer Milligan, all the way from Ohio. That good looking fellow over there is "Bill" Anthes, with Herman C. Kupper. There's "Jack" Wilson, with Edwin M. China Co., looking as neat as a spotted pup under a red wagon. Lookit the gang at "Cal" Demarest's table. Looks like a meeting of th' Board of Aldermen—only happier. "Cal" is at the head of the table and Sharpshooting "Eddie" Reiwald is at the other end. "Eddie" was never known to miss anyone with a roll. Ask "Alec" Shaw. "Eddie" has more dough than a Polish wrestler. "Martie" Kelly is alongside of "Cal," "Bill" Tribelhorn, and "Bill" Nicholas. "Nick" is all the way from Pittsburgh. Great boy. His brother is a dern good wrestler. Next to him is F. V. Dalrymple. Good looking fellow, Dal. "Ken" Sebring is with him. "K. O." is from Sebring and he's O.K. Ah—"Bill" Anderson, F. S. Oliver, "Bob" Beardsley with his trick moustachio, Fred Hecker, What th' heck and young Mister Rosenthal. Lined up alongside of him are J. K. Wilson, George Wesp, P. H. Smith, "Sid" Hirsh, Alec Shaw and "Gene" Fondeville. Gene's having a good time even if he has to go way out to East Orange tonight. Gosh, th' evening is going fast. Here we are to th' dessert. They all seem to be enjoying it over at "Eddie" Hammond's table. "Bill," Mackey, H. Strikow, Charlie Phillips, Harold Phillips, Walter Pflum, Harry Moscovitz, John Postley, Charles Postley and W. E. Wells are at Ed's table. "W. E." is looking very fit. Great character and a leading light in th' industry. That fellow that just breezed past was "Lou" Owen, secretary of th' Association. Breezin' along with th' breeze. "Lou" can certainly lay 'em out on th' links. "Howdy" —Earle Bromfield with Wanamaker's. Hello, Walter Browning of Gimbel's. You've got a long ride out to West Orange, tonight Walter. "Lou" Reisenstein is here all th' way from Pittsburgh. Well I'll be derned if here isn't little E. H. Bennett of the Jewellers Circular. Hello "E. H." Lookit th' merry little group at Herman Kupper's table. "Lou" Reisenstein, Albert Weber, "Bill" Anthes, "Art" Renz, Fred Grob and Joseph Tharaud. Senator Nathan Straus, Jr., is at the head of Nathan Straus' table. There's Charles H. Phillips, Jr., and William L. Tickell. And there's Charlie Sebring over at table 24. No trade banquet would be complete without Louis Levine. Of course he's here and as cheerful as ever. "Lou" Owen heads table No. 3. He's breezed into his seat at last. At his table are E. H. Peck, Tom Smallwood, George Anthony, H. C. Smallwood, L. Anthony, J. D. Dirthridge and "Jack" French. W. H. Schreiber heads table No. 6. With him are E. L. Van Buskirk, Jr., Louis Klein, John Kaiser, R. Tanaka and G. Nakay-

(Continued on page 26)

What Makes an Educated Buyer?

By W. S. Hays,

Secretary of the National Gift and Art Association

AT no time in the merchandising history of this country, has the desire for knowledge so nearly approached a mass movement by the buyers of merchandise as today. We are in the midst of a twentieth century of learning. The evidence lies on every hand. Books on the origin, development and present-day manufacture of a great number of products are in great demand and suddenly become best sellers to the amazement of the publishers. Trade publications sense the importance of providing complete information to their readers, the buyers, on the products in their respective fields; and as a consequence these trade publications are creating departments to answer the rising flood of inquires that reach them every day. The value of the leading trade publications, as sources of information to retail buyers, cannot be over emphasized.

Trade publications are research laboratories that secure data from manufacturing, selling, merchandising and advertising sources to present this data in interesting and comprehensive form for the benefit of their readers.

The initiative of the trade publications has in many instances provided an incentive to the organizations and individuals benefited, who have in turn attempted to supplement the work of these publications by making investigations and then drawing their own conclusions. So that today, we find individual manufacturers and retailers in the business world of keen competition, doubly fortified and equipped by their own pioneer work and that of the trade publications.

Probably no association has recognized the opportunity and necessity for exhaustive merchandising research more than has the National Gift and Art Association. This association, a permanent organization whose membership includes over one hundred of the leading manufacturers, wholesale distributors and importers, has not only pioneered in the gift and art merchandise field, but it has as well looked to the broad general field of all buying, to determine a method whereby merchandise can be more readily sold by retailers at large.

Realizing the potential profits in gift and art merchandise to various types of retail stores, the National Gift and Art Association has sought some means to stimulate buying in gift and art shops, furniture stores, department stores, interior decorating shops, jewelry stores and many other retail outlets whose general merchandise can be enlivened by appropriate displays of gift and art wares. Gift and art wares have an individuality that lends atmosphere and attractiveness to retail stores in general, and the appreciation of this has prompted many retailers to create gift and art departments. They are the atmosphere and environment of the home. They make it livable.

Gift and art wares, by this individuality, "tone a dress up" retail displays and for this reason, gift and merchandise has provided a noticeable and dependa stimulus to every day buying.

In line with the thought of every-day buying, the N tional Gift and Art Association originated the slog "Every Day is a Gift Day." This slogan has been adopt by an increasing number of manufacturers and retail who incorporate this expressive slogan in their gene advertising.

As the progressive leader in its field, the National G and Art Association first realized the absolute necess of large concentrated buying markets for the retail b er's convenience.

Such markets as the Spring and Fall shows of National Gift and Art Association provide complete d plays of every known item of gift and art wares, includ exclusive American lines as well as the latest importatio These semi-annual shows held in the Adelphia Ho Philadelphia, are truly representative of the markets the world. Here in the Adelphia Hotel, in congenial a hospitable surroundings, buyers from all parts of country can meet to discuss new merchandising plans, shop uninterrupted away from their own business route and to make their selections from a most complete sho ing of distinctive merchandise. This concentrated buy in one large market, under one roof at one time, within days, dispenses with the troublesome, expensive and solete method of scattered buying in many places, m times.

The Spring Show of the National Gift and Art A ciation will be held as usual in the Adelphia Hotel, Ph delphia, from February 28th to March 5th, 1927. Ph delphia is practically the center of over 50 per cent of large buying markets of the country and its locatio convenient within a few hours journey from all easte cities.

Reservations for exhibiting manufacturers, impor and wholesale distributors are now completed and the rectors of this Premier American Wholesale Buying M ket, anticipate a record-breaking attendance. Buyers department stores, gift and art shops, furniture sto jewelry stores, electrical shops, stationery stores and others interested in gift and art merchandise are cordi invited.

As a concluding comment: Buyers who have trave Europe and the Orient for many years, and whose exp ence provides authoritative judgment, have proclaimed National Gift and Art Shows as the market place a brings forth all that is new as well as all those items a are old but always in demand.

So many buyers have written the National Gift and Art Association requesting information as to what will be shown at the Spring show, Adelphia Hotel, Philadelphia, from February 28th to March 5th, 1927, that special announcements have been sent out by the thousands giving a list of exhibitors and their wares.

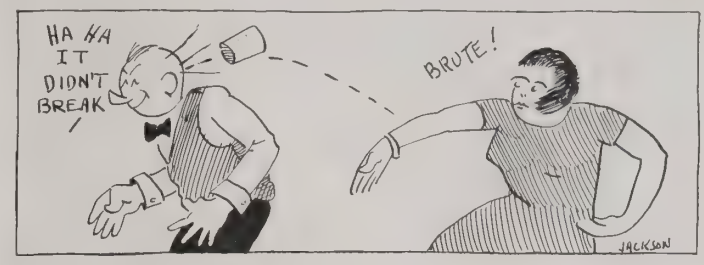
The following partial list is representative of the houses who will display their merchandise in the 1927 National Gift and Art Shows:

G. Granata & Co., Atlantic Refining Co., S. J. Goldhill & Co., Carbone, Inc., Helburn Brothers, Norwood Co., National Mfg. Co., H. L. Judd Co., Inc., Edward Gross Co., Inc., H. Mallouk & Co., A. L. Pferisch & Co., Stonebraker Studios, Inc., Oscar Friedlander Co., A. L. Tucka Sq & Co., M. Wille, Fr. Bergner & Co., Adler Favor and Novelty Co., Day Craft, Inc., The Little Jones Co., Baltimore Clipper Importing Co., Gifts Bazaar, The Treasure Chest, Mountain Community, Manhattan Novelty & Gift Co., E. R. Thieler, Butterfly Box, Eberling and Reuss, Nathan Straus & Sons, Inc., Napier Co., Charles Hall, Inc., Benedict Mfg. Co., Colonial Candle Co. of Cape Cod, Lion and Company, Fulper Pottery, Geo. E. Schweig & Co., Eastern Specialty Co., S. L. Anderson, Edward J. Cadigan, Inc., A. Hermanns & Co., H. Gigan & Co., La France Textile Industries, Pompeian Bronze Co., Inc., Emil S. Larsen, Rust Craft Publuishers, Inc., Wight, Tyndale & Van Roden, Julius Beckhard Co., Inc., Reed Sales Co., Decorative Plant Co., Inc., E. A. Muth & Son, I. Shainin & Co., W. Reichert & Co., A. L. Reed Co., Gift House, Inc., Hansen Trading Co., Rapaport Bros., Slepin Studios, Continental Novelties, Rena Rosenthal, Buttermorth & Co., The Ullman Mfg. Co., Russian Antique Co.

M. E. Blatt Co.'s Handsome Diary

The M. E. Blatt Co., the progressive store of Atlantic City, N. J., have gotten out a new souvenir diary for 1927 which is something quite unusual in the way of advertising for a department store. It is a book 5½ x 8¾ inches of 250 pages handsomely bound and the Blatt concern are to be congratulated on its publication. Oswald Clayton, housefurnishing buyer for the concern, has furnished a number of these books to the Charles A. Postley Co., for distribution where they have been in great demand. The diary is bound with a heavy stiff grained dark brown cover on the center of which is printed against a buff back ground the name of the Blatt firm. The inside pages are printed on heavy tinted coated paper. In addition to the diary proper there is all sorts of valuable information pertaining to general things of interest as well as complete guide to Atlantic City. The book is also attractively illustrated.

Wholesale prices of housefurnishings, as calculated by the Department of Labor, reached a new low point in December, 1926, in their steady decline from January, of 1925. In December of 1925 they were approximately 166 per cent of the 1913 range, while last December they were about 159 per cent.



Bounceable Tumblers Housewives' Joy

No longer will the good housewife gasp when she accidentally drops a tumbler through soapy fingers upon the kitchen floor. If she is the owner of the new bounceable tumblers being put out by the Joseph Inwald Glass Co., 295 Fifth Ave., she will simply smile, reach over and pick up—no, not the pieces but the undamaged tumbler.

This is not an article extolling the virtues of smiling and being cheerful, essential as they are, but rather an article extolling the virtues of a new tumbler which J. E. Bieber is pushing for the Joseph Inwald Glass Co. To say the tumbler is unbreakable is misleading for such a thing as unbreakable glass has not as yet been perfected. The new Inwald tumblers, which are made by a secret process and treated with annelled oil are manufactured in Czecho-Slovakia. While they are not unbreakable they are as near to being unbreakable as is possible for glassware at this date. Perhaps some day in the remote future such a thing will become a reality.

At any rate these tumblers may be bounced on the floor and will not break or they may careen off a hen-pecked husbands' cranium without disastrous result to anyone other than the hen-pecked husband. Summed up they are an item which every housewife will appreciate.

These bounceable tumblers come plain, needle etched and cut. They make excellent blanks for tumblers to be cut here. They show great mechanical strength, are in good color with melted edges and medium thickness.

Bounceable glasses are not a new invention. They were invented some seven years ago but have never been proprly marketed before, for one reason or another. The Joseph Inwald Glass Co. is now determined to back this product to the limit.

Naturally the price of these tumblers is somewhat higher than that charged for ordinary glassware but this is offset by the long life enjoyed by the bounceable tumblers.

In addition to the bounceable tumblers the Joseph Inwald Glass Co., is displaying a new line of water bottle lamp bases in all conceivable colors are being shown. These bases which are certain to be popular, may be changed in color at the housewife's will. She simply pours out the contents when she becomes tired of one color and pours in a new hue. The shade for this lamp is empire shape in plain or pleated parchment. A colored glass ornament at the apex of this lamp lends an attractive finish to an altogether attractive lamp. In addition to these items the Inwald Company is showing a complete line of perfume atomizers, and crystal glassware for all purposes as well as smokers' articles.

CAUGHT IN THE NEWS NET

ALL of the Paul A. Straub & Co. travelers are either already in their territories or about to start. George Fehn expects to leave Monday for Baltimore and Washington after which he will make his regular trip through the Middle West. Fred Herr leaves next week for the South. W. H. Schreiber, Jr., is in Philadelphia this week after which he will make New York State. Chris Hauser is on his way West and W. J. Straub will be at Youngs Hotel, Boston this week and next before making the New England States.

J. J. Offley of the Fred C. Reimer Co. Sales Staff left last Saturday night on his initial road trip for this firm. While away, Mr. Offley, who will be gone for three months, will cover middle western territory. H. F. MacKenzie also of the Reimer Co. traveling force is scheduled to leave within the week, making Boston as his first stop. He will then cover the whole Atlantic Coast and according to his schedule will be on the road until the first part of June.

W. C. McCartney, Secretary of the Cambridge Glass Co., Cambridge, O., arrived in town on Monday of this week to consult with O. C. Graham, New York Manager of the firm. According to his plans Mr. McCartney will be in the City for a week or ten days.

Edward W. Hammond, the well-known manufacturers' agent, who needs no introduction to the trade, left Tuesday for Palm Beach, where he will race his speed boat *Miss Westchester 2nd* in some races that will be held at that resort. Mr. Hammond expects to be gone about ten days.

Mr. and Mrs. Lee Joel, of the Richmond Art Co., Richmond, Va., were in New York this week on a combined business and pleasure trip.

Eugene L. Fondeville, head of A. J. Fondeville & Co., 24 West 23rd St., is doing jury duty in Newark, N. J. Mr. Fondeville, who began his duty Monday of this week, is a resident of East Orange, N. J. He does not know as yet how long his new "job" will keep him away from his showrooms.

Robert H. Yarwood, china, glass and housefurnishing buyer for Beir Bros., Niagara Falls, N. Y., is in New York on a buying trip and while here is stopping at the Hotel Imperial. Mr. Yarwood, who is a territorial vice president of the Pottery, Glass and Brass Salesmen's Ass ciation, stopped off at Watervliet, N. Y., while en rou here, where he visited his two daughters and a son wh were recently burned out in a fire.

H. C. Hall, china and glassware buyer for the Dulu Glass Block Store Co., Duluth, Minn.; L. Feldman, chir lamps and pictures buyer for Stix, Baer & Fuller, D Goods Co., St. Louis, Mo., and I. Halpern, housefurnis ings and toy buyer for the same store, are among the bu ers in New York this week.

"Jack" Aldrich, lamps, bric-a-brac and china buyer f James McCreery & Co., New York; Bob Evans, hou furnishings and china buyer for J. N. Adam & Co., Bu falo; B. Fleer, cut glass, bric-a-brac, etc., buyer for Hah & Co., Newark, N. J., and Harold Messler, china a glassware buyer for L. Bamberger & Co., Newark, N. sailed for Europe Saturday, on a buying expedition.

Martin Carlsten, of Chicago, is showing his line glassware, bird cage stands, etc., at the Hotel Imperial.

L. S. Hinman, New York manager of Theodore Ha land & Co., is expected back from Europe next Tuesd

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Word has been received that "Bill" Mitchell, f many years a successful buyer in the east, has tak the position as housefurnishing buyer with Sang Bros., Dallas, (Texas) store. Mr. Mitchell will al merchandise the same department in the other sto of this company.

A. J. Lodge, housefurnishing buyer for the W. Munn Co., Houston, Texas, is another buyer visiti the market this week. While Mr. Lodge has only be in charge of his department for a year he reports very successful business for this time.

Harry A. Ostermayer, who has been buyer for J. A bott & Son, Inc., Passaic, N. J., for thirteen years p has resigned his position with the concern. Mr. Ost mayer will take things easy until he finds just the pl he wants.

A. Blankenmeister, buyer of china, glass and lam for the B. Nugent & Bros., Dry Goods Co., St. Lou Mo., was a visitor to New York this week.

George L. Emerson

George Leighton Emerson, well known in the china trade for years, whose place of business was at 420 Tylston St., Boston, died Tuesday evening, February 8, at his home in Haverhill following a ten days' illness. He was born Nov. 5, 1849, at Haverhill, the son of Charles and Celenda (George) Emerson, and was a descendant of Thomas Emerson of Ipswich, who settled there in 1638, and a grandson of Benjamin Emerson, 2d, of Haverhill, who was a prominent abolitionist and friend of William Lloyd Garrison. Educated in the Haverhill schools he and his father and a brother, Charles Edward Emerson, formed in 1866 the firm of Charles Emerson & Sons, dealers in glassware and crockery at Haverhill. Twenty-five years ago Mr. Emerson, the son, retired from the firm, owing to ill health, and later re-entered business in Boston, opening a store in the Berkeley building, where he developed a large business. He was a member of the Haverhill Chamber of Commerce and a charter member of the Pentucket Club, and a director of the first Haverhill Board of Trade. He also was a member of the Mohawk Fishing Club, which includes many Boston members; and was a member of the Masons, having been eminent commander of Haverhill Commandery, K. T.

A Treatise on Ceramic Industries

D. Van Nostrand Co., 8 Warren St., New York, have just published a fourth revised edition of "A Treatise in Ceramic Industries," by Emile Bourry. This book contains 305 illustrations and is a complete manual for potter, tile and brick manufacturers. The book deals with the definitions and classification of ceramic ware, a brief history of ceramics, the raw materials, plastic bodies, process of shaping, drying, glazes, firing, decorating porcelain classification and numerous other items of interest to the trade. The book has long been recognized as a standard work by the practical potter who finds that the reports of researches demand more time for study than he can devote to such matters. The net price of this book is $6.00.

Originality in Dickinson's New Salesroom

Edward B. Dickinson, Inc., have every reason to feel elated over their new offices and showroom, which are now located on the sixth floor at 49-51 West 23rd St. The new fixtures and appointments of the place are in exceptionally good taste. Upon stepping from the elevator one can see at a glance three sides of the room and the impression is more than pleasing. Simplicity seems to be the keynote to the whole general scheme. Display booths standing about nine feet high are ranged around the sides of the room which are finished in a rich mahogany. On the under part of these, compartments are constructed about three feet in height from the floor, while above, three tiers of shelves are ranged. By this arrangement the firm are enabled to carry a very comprehensive sample assortment while the shelves above furnish a splendid background for the exhibit of additional pieces of their wares. Concealed by an overhanging moulding above the shelves are reflected lights controlled by a series of switches whereby the different sections may be lighted. When the lights are on, they give a wealth of illumination against which the samples stand out to advantage. Above the shelves the wall space and ceiling are finished in a rich cream color which is in effective contrast with the mahogany finish of the fixtures. At the Twenty-third St. end of the floor a beautiful arched partition is constructed across the room. On either side of this, five tiers of shelves are set in and here are exhibited the fancy and more expensive lines. The same idea of illumination is used here with charming effect. Stepping through the archway one enters a room given over to the concern's salesmen, while at the right side of this partition a door leads into the general offices. Opposite on the left side, entrance is made to the private office of Mr. Dickinson. In Mr. Dickinson's office, the general offices and the salesmen's room, the same cream tint is used for the side walls and ceiling. An abundance of daylight is gained from seven large windows extending across the entire front of the building. In addition to the system of lighting mentioned the display shelves in the main show room are further illuminated by seven large overhead lights. These throw a direct ray down upon twelve mahogany tables which are placed in orderly arrangement about the floor. A most original feature of the place and an idea upon which Mr. Dickinson is to be complimented is that of a private room for customers which is at the rear right hand corner of the floor. This opens directly off the main showroom and its furnishings and appointments are beautiful. An environment is achieved such as that of a luxurious home. The room is about 12 x 12 feet square. The first thing to catch the eye is a most artistic mantle and open fire place. In place of the open grate, however, a mirror has been set in. Lights are used on either side of the mantle backed by a charming tapestry decorative scheme. Three large easy chairs and an art table upon which stands a beautiful table lamp and a heavy rug for the floor complete the furnishings, while the side walls are paneled and finished in mahogany quite in keeping with the general decorative scheme throughout. The object of the room is to permit customers to make their selections without the confusion of too many different samples being before them at one time. In this room he may inspect at his leisure only a few pieces at a time. At the rear of the display room, the stock and packing department is located. Entrance to this is by means of a hallway leading from the general offices. Excellent light, large and spacious aisles running between the bins and every possible convenience make this an ideal stock room in every respect. The firm have much larger facilities here for the care of stock than they have ever had before. All in all the area of their entire floor space comprises about 7500 square feet.



National Advertising Drives Home Message

INASMUCH as many large manufacturing interests of the United States are driving home the message through national advertising to the consumer to purchase this or that particular brand of merchandise, there are some in the dinnerware business who hold the view that such a campaign, sponsored by the dinnerware manufacturers of the country would have a far reaching and wholesome effect.

Some flint glass manufacturers are now engaged in a national advertising campaign, while the trade as a unit is not. A heavier retail demand for these particular lines of glassware has been reported since this "copy" has been appearing.

From time to time the dinnerware manufacturers have discussed the phase of advertising during annual conventions, but no concerted action has ever been authorized. In this connection it is recalled that at the last meeting of the United States Potters' Association held at Washington, D. C., a part of the time was given to the discussion of the subject of National advertising, and several experts in this line of business led the discussion. Potential possibilities were pointed out to the Association in broadening the market for American dinnerware, and the results obtained by the national advertising of other lines were also described in great detail.

Some dinnerware manufacturers now hold the view that a campaign of national advertising of this line of merchandise would have a far reaching effect, and that the demand for American dinnerware would be greatly increased. This campaign, it is also said, would develop a great inquiry, and this inquiry would force distributors to not only carry larger stocks, and would place the distributing interests in a position to supply all spot inquiries.

The National Retail Dry Goods Association now admits of the rapid inroads being made by large manufacturers into the field of distribution through the aid of National advertising, and this campaign is admitted by the members of the Association as being a warning and a challenge to merchants and distributors.

Lew Hahn, managing director of the National Retail Dry Goods Association has declared that "we are going to have increased pressure from the manufacturers to control them, and one of the most effective means of control of retailers that has yet been found is this national advertising campaign."

The subject of national advertising as it may have to do with American dinnerware is one that requires close study, either by individual firms or by all producers a unit.

East Liverpool Men in California

Joel Taylor, of the Vodrey Pottery Co.; W. L. Smit Sr., president of the Taylor, Smith & Taylor Co., a D. E. McNicol, head of the pottery firm of that nar have been spending a season in California, making th headquarters at Los Angeles. A visit to the plant of t Empire China Co., at Burbank, Calif., has been a fe ture of the western trip of these East Liverpool man facturers.

Theodore Kuhl Passes On

News has been received here of the death at Peor Ill., of Theodore Kuhl, president of the Block & Ku department store at Peoria, and who died at Nogal Ariz., where he had been located since last fall in t hope of regaining his health. At the age of 12 yea Mr. Kuhl began business by selling newspapers, then errand boy. From then on his advancement in the bu ness world was rapid. He observed his fiftieth anniv sary in business last August.

Porto Rico Wants U. S. Dinnerware

American dinnerware is wanted in San Juan, Po Rico, according to letters received in the district duri the current week from John Wirshing of that pla Wirshing is a manufacturers' agent, and is seeking li to market in that territory.

Harrop Ceramic Service Formed

Carl B. Harrop, who has been interested for so years in the erection of tunnel kilns for pottery ma facturers is at the head of the Harrop Ceramic Serv Co., just formed at Columbus, O. Associated with h are Clair R. Oberst, Howard S. Orth, James T. R son, William E. Cramer and Frank M. Hartford. H rop type tunnel kilns are to be erected in the new pl of the Homer Laughlin China Co., at Newell, W. V which has been proposed for construction this year.

Mission China Co. in Receiver's Hands

The plant of the Mission China Co., Los Angel Calif., is now in the hands of a receiver, according information received here from the Pacific Coast t

week. The plant has been idle for the last six weeks, and was placed in charge of a receiver about a month ago, the report showed. A line of hotel china and restaurant ware was produced at this factory.

Production Records Show No Change

Production records the East Liverpool district show little change during the current week over that previously reported. Several local plants are operating five to five and one half days per week, others four days per week. Some of the "outside" potteries are working on similar schedules, and no plant is working a full six-day week.

General demand for dinnerware is nominal, and new business is said to be more or less spotty. One day the mails are good, and the next they are slow and inactive. Collections are declared to be from fair to good, according to the part of country referred to.

Decorated dinnerware is in moderate movement, so far as the department store trade is concerned, while the syndicate interests are taking their usual daily carlot shipments. The premium houses are also taking shipments according to contracts, and the mail order interests are also more or less active in the market.

Small dealers are buying in their usual way, but no volume business can be nor is ever expected from this class of trade. However, in a collective way the volume of merchandise shipped annually to the small trade amounts to "something."

The majority of salesmen are now on the road, and while a part of the eastern trade appears to be buying on a conservative basis many of the western and southern distributors are anticipating future requirements. Some of the latter business is running to small sets.

A. V. Bleininger Heads Brick Company

A. V. Bleininger, head of the research department of the Homer Laughlin China Co., and formerly with the Ceramic Division of the U. S. Bureau of Standards at Washington, D. C., is one of the incorporators of Zane Gaze Brick Co., recently formed at Zanesville, O. William H. McCoy of Zanesville and W. D. Richardson of Columbus, O., are other incorporators. The new interest will take over and operate the former No. 1 plant of the Zanesville Clay Products Co.

Dresden Departments Busy

While there has been no clay shop production in the plant of the Dresden Pottery Co., for a period of time, the decorating and shipping departments have been engaged. This interest owns two separate plants, their No. 2 factory having been inactive for several years. The foreclosure proceeding that has been instituted in the local county courts is considered more or less of a friendly suit, and that as soon as particular financial arrangements have been completed, the clay shops will again be applied on a production basis.

Knowledge

R & H long ago saw that proficiency in the "Three R's" of production was not enough. To meet the complexities of modern enamelling we were convinced that only the most intensive search for facts and their application to enamelling processes, would insure satisfactory results. R & H Ceramic Chemicals, Minerals and Oxides thus bear the scientific imprint.

The ROESSLER & HASSLACHER CHEMICAL CO

709 Sixth Avenue, New York

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

Ceramic Course for Sebring

A movement has been launched to establish a ceramic course at Sebring, O., similar to that now in effect at East Liverpool. Ray Y. Cliff, of the Sebring pottery interests, and a member of the board of education of Sebring now has the proposition up with the offices of Ohio State University. In the establishing of the course, the state assumes the payment of two-thirds of the salary of the instructor while the local board of education assumes the remaining third.

New Cumberland Resumes Operations

Following a period of idleness of about two months, the plant of the New Cumberland (W. Va.) Glass Co., has resumed operations. The factory is in the production of a line of lighting goods and other specialties.

Predicts Continued Prosperity for 1927

In a copyrighted statement issued by the Kaufmann Department Stores, Inc., of Pittsburgh, the text being from the pen of Prof. J. M. Gillman of the University of Pittsburgh, the prediction is made that a continuation of business prosperity during 1927 is to be expected. In fact the statement is quite optimistic. "Cautious buying and a gradual slowing down of installment selling," is one of the economic factors referred to in the statement, also that 1926 showed large retail sales because of current low inventory records. Easy Credit and low interest rate is also predicted for the new year.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Orders Keep Glass Plants Busy

CONFIRMING orders for memorandums taken during the annual pottery and glass exposition held in Pittsburgh last month continue to be in almost daily receipt by flint glass manufacturers. Because of this situation the manufacturers declare steady operation of plants is assured for the next three or four months. In the meantime additional business is being booked, and this volume will result in the steady production of flint glass for the first six months of the year.

Where early orders have been delivered, some repeat business has been forwarded to the manufacturers of the fancy lines of glassware. In many instances first specifications called for limited volume, and the new orders show an increase. The latter orders are being filled in the turn they are being received.

Colored glassware, and the two-tone offerings are in very reasonable demand for the current season. Many department store buyers are anticipating requirements for early spring sales, and some advance business has already been booked by the manufacturers for these goods. April and May special sales are now being planned by many of the larger retail interests, and the market is now being scanned with this end in view.

Staples are in seasonable request. Lighting glassware is in moderate movement only, and slow sales are anticipated until next fall. Certain lines of lighting goods, however, are in very good demand just now, and the popular priced lines are in rather active demand. The activity in the building world during the spring and summer months will have much to do with the activity in the production of lighting glassware, according to the producers of these lines.

Chicago Interests After Lippincott

C. W. Davis, representing a Chicago, Ill., interest is negotiating for the purchase of the factory of the Lippincott glass factory at Alexandria, according to word received in this district by supply houses. Davis is connected with a distributing interest in Chicago that formerly marketed the product of this factory some years ago, and according to a statement just issued by him, the Alexandria plant is expected to be again placed in operation within the next six weeks or two months. Whether the current lines will be continued or others supplemented has not been definitely determined. The Lippincott factory has been inactive for a few months.

J. T. Sloan Remains as Columbia Superintendent

J. T. Sloan will continue as factory superintende for the Columbia Glass Co., Fairmont, W. Va., it h been stated here, although the management of the cor pany is now in charge of William C. Cole, formerly wi the Owens Bottle Co., for the last eight years. N. Doman, for 16 years with the Owens interests as supe intendent of the mold and machine shop will also l hereafter associated with the Columbia factory in a sim lar capacity. For some years the Columbia factory w active in the production of specialties, novelties and line of smaller containers.

A. W. Zuhars Heads Artmetal Products Co.

A. W. Zuhars has been elected president of the Ar metal Products Co., Columbus, O., that will take ov and operate in the former plant of the Davies Glass C at Martins Ferry, O. L. I. Fitzgerald, who is treasur of this company will also be in active charge of the sal department. The company will convert the Davies pla into one wherein will be manufactured a line of porc lain gas ranges, and is planning to do a business of $30 000 monthly at the Martins Ferry factory.

Maryland to Spend $40,000 for Factory

The Maryland Glass Corp., Mt. Winans, Md., h announced the expenditure of $40,000 for a factory e tension program. An additional manufacturing buildi is to be erected immediately, occupying a site 120 by 1 feet square and two stories in height.

Pine Glass Corporation Formed

It has been reported here that the Pine Glass Cor has been formed at Okmulgee, Okla., with a capital sto of $300,000, with O. A. Bingham as the head of the co pany.

Joseph Horne Co. Sale Opens

The 78th anniversary sale of the Joseph Horne C opened last Monday morning to continue throughout t week—six days. Every department participated in th event, and some especially attractive values were offer in the china and glassware division of this departme store. A considerable volume of new stocks were plac on sale, including the very latest offerings in the Am ican dinnerware and glassware market were placed sale. A lot of these goods were purchased during t

ary market here. The firm announced that over 0,000 worth of merchandise would be offered dur- his sale.

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it 2876 (Appeal)—Illuminating Glassware—Bo- es.—United States v. International Forwarding Co. beches and tear drops classified as illuminating ar- cl at 60 per cent ad valorem under paragraph 218, ar act of 1922, were held dutiable under the same agraph at 55 per cent. It is contended that they are s on lighting fixtures and lamps "in connection with rt cial illumination." Appeal from Abstract 990.

J. R. Hudson Consolidation Causes Interest

ocal department store officials showed keen inter- st n the announcement last week of the intention of he absorbtion by the J. L. Hudson Co., Detroit, Mich., f he business of Newcomb, Endicott & Co., another ar e department store at Detroit, and adjoining that f he Hudson Co. Although the Hudson interest n ounced the issuance of $10,000,000 5% serial notes, he issue was oversubscribed within a day or so after he issue was placed before the public. During the a ary market here, a report was current that the J son Co., proposed to take over the business of a competitive interest. The Hudson store did a business of over $46,000,000 last year.

New Cumberland Resumes Operations

The plant of the New Cumberland (W. Va.) Glass Co., which has been idle for a number of weeks, has resumed operations in full, 24 shops now being employed.

Eastern Glass Co. to Begin Operations

The Eastern Glass Co., is the name of the new interest that has arranged to take over and place in operation the former Kimpton-Haupt Glass Co. plant at North Millville, N. J. A general line of ware will be produced at this factory.

W. C. Cole Heads Columbian Glass Co.

W. C. Cole, who resigned from the management of the Fairmont, W. Va., plant of the Owen Bottle Co., effective Feb. 1, is now president and general manager of the Columbian Glass Co., at Fairmont.

Inland Glass Mfg. Co. Formed

Under a Delaware charter, the Inland Glass Mfg. Co., has been formed at Wilmington, Del., with a capital stock of $1,000,000.



A few specialties selected from some of our most popular patterns. Designs that are different, the beauty of which is enhanced by the brilliancy of the Duncan & Miller crystal.

Representatives

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — F. T. Renshaw, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



Illustrating our 1803/8½", also 14" Mould Crackled Plate made in Crystal, Green or Amber. A big seller.

Westmoreland Glass Co.
Grapeville, Pa.
Manufacturers of
High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK — H. C. Gray Co., 200 Fifth Avenue
BOSTON — H. P. & H. F. Hunt, 41 Pearl Street
Traveling Representatives
R. B. Reineck, 1422 E. Marquette Road, CHICAGO
R. A. Keel, 4439 Greenview Avenue, CHICAGO
PHILADELPHIA — Fred Stott, 1007 Filbert Street
SAN FRANCISCO — Himmelstern Bros., 718 Mission Street
LOS ANGELES — Himmelstern Bros., 643 S. Olive St.
SEATTLE, WASH. — Himmelstern Bros., Terminal Sales Bldg.

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the sixteenth of a series of articles by Mr. Seidman on how to prepare income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

SEVERAL inquiries have been received as to the treatment of stock rights when they are sold. A new rule in this respect has recently been announced by the Income Tax Department that differs radically from the previous way of treating these transactions.

According to the present regulations, when stockholders are given the right to subscribe to new stock, they must apportion part of the cost of their old stock to the right, based upon the relative values of the stock and the right at the time the right is issued. When the right is sold, gain or loss accrues, based on the difference between sales proceeds and the apportioned cost of the right.

QUESTIONS AND ANSWERS

Support of Child

Q. I divorced my wife and agreed to pay fifty dollars per month for support of a minor child. This the court confirmed. It is not alimony for the wife, but support of the child. I have been deducting $400 a year from Income Tax Income on account of this dependent child, not living with me. Am I right? T. A. P.

A. You are right in taking credit for the support of the child. Where the court decree specifically provides for payment for the support of af child, rather than a general alimony payment, the credit can be taken. I assume that the amount you pay for the child's support is at least more than one-half the total amount necessary to suppport the child.

Profit on Stock Dividend

Q. In 1926 I received a stock dividend. I sold the certificate in the open market representing this stock dividend. In my income tax statement for 1926 should I enter this as a cash profit from sale of stock, or as a divident not taxable except for surtax? W. S.

A. The profit should be reported as a profit and not as a dividend.

When Return is Necessary

Q. My salary for 1926 was $954.72. On October 1, 1926, my sister and I each received $1,172.86 from an estate. My sister is married and has no other income. De we have to file Income Tax Returns? R. J. S.

A. If you are single, you must file a return, since yo net income is in excess of $1,500. Otherwise, no retu is necessary. Your sister need not file a return since h exemption of $3,500 as a married person. However, her husband has income and together their incomes exce $3,500, a return would be necessary.

Profit on Stock and Mortgages

Q. (a) In an industrial stock bought in 1908 at $1(worth $175 in 1913, and sold in 1926 for $315, could use the 1913 value as value for figuring profits for inco tax purposes? (b) Is interest received on real est mortgages—on which I have paid a recording tax—su ject to income tax; or are they tax free? (c) Is r estate mortgage bond interest subject to income tax? D. A.

A. (a) Your profit would be the difference between t sales price of $315 and the March 1, 1913 value of $1 (b) Interest received on a mortgage is taxable. The f that a recording tax has been paid has nothing to do w it. (c) Interest on real estate mortgage bonds a taxable.

Head of Household

Q. I am a widow but maintain my home, making home for my deceased husband's niece. She has a sm income but not sufficient to clother her. What exempti am I entitled to? T. W. E

A. You are entitled to an exemption of $3,900—$3,5 for being the head of a household and $400 for the su port of the niece. I assume that the niece is less than years of age and that you contribute more than one-h the amount necessary for her support.

Stock Bought in Prior Years

Q. In 1919 and 1922, I purchased some stock tha sold at a profit in 1926. Must this profit be shown in income tax report, or is it only stocks that are bought a sold in the same year that have to be reported? C. F. C

A. Profits are made when stock are sold. At that ti the full profit must be reported irrespective of when stocks were purchased.

(Continued on page 31)

What's New in New York Showrooms

New Things at the Cox & Company Showrooms

is a safe prediction to say that buyers who visit the v rooms of Cox & Co., 120 Fifth Ave., will evidence e than the average enthusiasm in regard to the 1927 frings which the firm have just placed on display. The utiful new numbers from the Imperial Glass Co., Bel-, O., which the Cox firm represent in this market, are out question, the last word and Cox & Co. have rea- to feel elated over them. A selection of almost every sware item in delicate Rose Pink color which has al- y become so popular as well as green and crystal are e seen while a variety of wonderful shapes and needle tings add further to the charm and beauty of the line. ognes, a three footed nappy, footed bon bons, mayon- e bowls, celery trays, etc., are but a few of the large uber of pieces to select from. One rolled edge bowl brated with a dainty etched flower spray and butterfly gn is one excellent item that engages attention, while ½ inch footed bowl with a tall stem worked out in a boo effect is another that deserves more than casual ment. This piece is further beautified by a lovely five l flower and leaf treatment that is most effective. te in keeping with the quality of the Imperial line is one offered from the factory of the Huntington Tum- Co., Huntington, W. Va., who are also represented ox & Co. The display of stemware by this manufac- r offered for the new season, outshines, and the word sed literally, anything they have produced in past. ry imaginable stemware item in either rose or crystal own. One decoration on crystal that is par excellence zes a gold edge line around the rim and placed just w this is another band slightly les than a half inch in h worked out in a lace like criss crosss effect and in mber coloring. It would take no flight of imagination isualize how charming this effect is.

"Homestead" Breakfast Sets

breakfast set that has created quite a stir in the le is made in the well known Homestead ware im- ed by A. J. Fondeville & Co., 24 West 23rd St. the praise that has been bestowed upon it is well erved, for it is a beauty and incidentally is one of h most attractive values on the market. The wares ivory body is the ideal background for as choice llection of fruit border and other effective decora- s as could be wished for. The fruit patterns are in true-to-nature colorings, that have a charm all r own. The simplicity of the plain shape with the ered pieces adorned with fruit knobs, decorated in r to match the design, is quite refreshing. The al seventeen piece sets are shown as well as double of twenty-three pieces. A special feature is made ets to retail for ten dollars at a nice profit.

Davison Showing Splendid Selection in Service Plates

New service plates in Coalport China, represented in this country by John Davison, Inc., 14 Barclay St., are now on view at the Davison showrooms. The selections are excellent and offered as they are in original treatments of cobalt blue, rose, green, maroon, yellow and ivory effects make a most imposing display. Adding further to their great beauty is the charming way in which the decorative treatments have been worked out. Fruits, flowers, landscapes and gold encrustations are only a few of the motifs utilized and each and every one is a real work of art. One effect in particular which is very striking and different is that offered in a charming Peacock green rim while over a white center a beautiful floral cluster of old fashioned flowers is shown. The colors are most natural and combined with the delicate green tint of the leaves and a gold encrusted fancy design used around the rim and flange in conjunction with a gold edge line, the effect given is excellent. Still another novel and entirely different plate which stands out prominently is one shown in a stone color rim with a fancy embossed design. Combined with this a lovely landscape scene has been used as a decoration for the center. The feature of the scene is an old castle in the distance, while the foreground shows a setting of lovely trees and meadows. Finished in perfect colors and still further improved by a gold edge line at the flange and rim this plate is quite exceptional.

Tirschenreuth Ivory Body Dinnerware

With but a few designs in Tirschenreuth's new ivory body dinnerware to exhibit at the Pittsburgh show in January, Paul A. Straub & Co., importers of the line, 105 Fifth Ave., created an unusual amount of interest with the line which was exhibited then for the first time. The richness of the ivory color and the fine texture and general quality of the ware made an instant impression with the trade and promises to be very popular, judging from the enthusiastic reception it is receiving at the Straub showrooms. In the five decorations being shown there are rich enamel treatments and gold encrustations on the Derby plain shape.

Charles L. Wise Displaying New Items

With the close of the Pittsburgh Exhibit, Charles L. Wise has rearranged his display in his showrooms at 10 West 23rd St., with many new and enticing items. As one enters the showroom attention is immediately riveted to an octagon cheese and cracker with white gold decoration and new octagon handled relishes in amber, rose, green and crystal. Gold encrusted grape fruits and sugars

(Continued on page 31)

CHICAGO OFFICE
312
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THE CHICAGO MARKET

By
J. H. Smythe, Representative

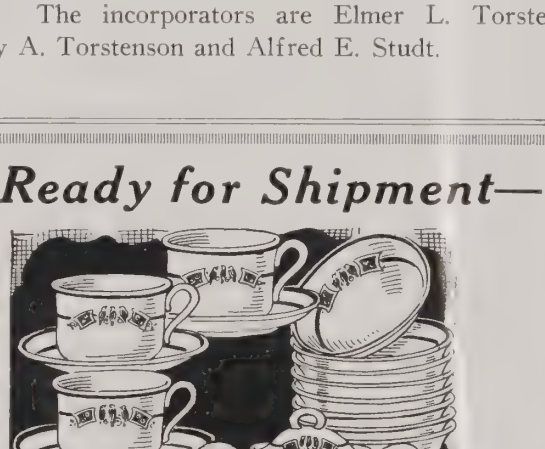
China and Glassware Featured in Sales

RETAILERS are now directing their attention to the annual February Furniture Sales, which are in progress in the department stores, as well as in the larger furniture houses. Dinnerware and glassware is being featured along with the furniture items in these sales. Retail sales of dinnerware and glassware are reported as somewhat improved since the first of February.

The season of merchandise shows has now passed, and the manufacturers' representatives have returned to their display room getting their new samples for Spring in order for the buyers who visit the market at regular intervals.

The Torstenson Glass Co., 3233 North Sheffield Ave., Chicago, was recently incorporated with a capitalization of $37,500, to manufacture and sell flat glassware of all kinds. The incorporators are Elmer L. Torstenson, Henry A. Torstenson and Alfred E. Studt.

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The building for the new men's store of Carson, Pirie Scott & Co., Chicago, will be financed by an issue of $. 700,000 first leasehold 6 per cent bonds, offered last we by the Federal Securities Corporation.

Carnahan-Thompson Co., 189 West Madison St., w incorporated last week at $30,000 to manufacture and de in products, art novelties, etc. The incorporators a William W. Nichols, W. E. Deppert and H. G. Carnaha

---

The Albright China Co., Scio, Ohio, have prepared new addition to their dinnerware line to be available Ap 1, known as the Golden Rose-glo. One design, Pilgri in shape, is decorated with golden flowers, backed by r edged black leaves. Another, a combination of floral a conventional design, carries a scheme of especial digni in red, blue, green, and yellow decoration. This will an open stock pattern.

Carson, Pirie, Scott & Co., Chicago, are giving mu space to china and glass in their semi-annual sale of hou furnishings. Imported glass, Haviland dinnerware, re colored glass luncheon sets, and decorative pieces in e fective Flamingo color glass, are some of the leaders.

The Burley Shops, Chicago, in a special February sa are featuring Royal Worcester Queensware service, En lish bone china, Titian ware and Limoges china, in vari types of cups and saucers, teas, after-dinners and bou lons.

O'Brien and Sons, art dealers, at 670 North Michigu Ave., will move across the street to 673 North Michig early this spring. The new shop and studio building w house, it is said, one of the finest art galleries in the mid west.

The Spiegel Furniture Co. has obtained a ten-year le on the first floor store at 6145 South Halsted St., fr George Boehm at a total rental of $51,000. The le begins March 1 of this year.

Phillips Furniture Co., an Illinois corporation, was re solved last week.

New Mail Order House

Henry Von Hagel, for more than twenty years bu of china and glassware for Sears, Roebuck & Compa

WHAT TO BUY AND WHERE TO BUY IT IN —

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NATIONAL CHINA CO.
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9 North Wabash Ave. Phone: Central 3236

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Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

as organized a company to be known as H. Von Hagel Co., Distributors of Household Utilities, 58 East Washgton St., Chicago.

The policy of the company will be to serve customers roughout the country with merchandise direct from the ctory at prices which will compare favorably with chain ore prices.

The men associated with Mr. Von Hagel are all experts in their various lines, which assures them of the best and lowest possible factory prices.

To start with the company contemplates putting on an extensive dinnerware campaign with a view of reviving an interest in American dinnerware.

The company is starting their dinnerware campaign with a beautiful color circular which they expect to have in the mail by the end of this month.

oeser's Hold Most Successful Sale in History

"The most successful sale in our history," is the way ee Moses, China and Glassware buyer for Frederick oeser & Co., Inc., Brooklyn, sums up that store's Februy Sale of china and glassware. Prices at this sale were per cent to 50 per cent below the store's normal prices.

A few of the outstanding items offered in this sale inded regular $45 Nippon china dinner sets with color orders on ivory background. These sold for $29.95 hese were of 100-piece composition. A $100 Theodore aviland Limoges 100-piece dinner set sold for $67.50 hile a carload of American porcelain dinner sets in ivory dy sold as follows: $15 50-piece sets $7.98; $25 100ece dinner sets $17.98; $35 100-piece dinner sets $22.50. 0-piece Czecho-Slovakian Coin Gold Band dinner sets iginally priced at $75 sold for $49.95.

Other items of unusual merit were 32-piece luncheon ts yellow rose or hand painted on ivory background .98. Wrought iron ferneries sold for $3.98. A collecn of 5,000 pieces of colored decorated glass consisting manufacturer's samples and surplus stock sold at half ice the sale prices ranging from 25 cents to $2.50. Gold crusted glass regularly sold at from $3 to $5 went for .95. A selection of some 3,000 pieces of guaranteed en glass sold for $1.

Another unusual item was wrought iron aquariums with lored glass bowls selling for $3.98. Dresser sets conting of 3-pieces sold for $1.39, ship models for $3.98, Geisha girl wall pockets for 69 cents. 1,000 dozen thin blown rainbow iridescent stem glass were disposed of for 25 cents.

One of the big features of the sale was the offering of 50,000 pieces of imported open stock Blue Willow dinnerware at one-third less. Blue Willow grill plates originally priced at 69 cents sold for $1 while cups and saucers of the same ware were sold six for $1. A regular $5 Blue Willow Lunchon set sold for $3.49.

January Failures and Liabilities Increase

January usually sees a heavy failure toll recorded, and the month just closed was no exception to the rule. This year, however, sees January failures and liabilities considerably in excess of those of the like month a year ago, which is not surprising, because weekly reports to *Bradstreet's* through January indicated an increase both in number and in liabilities.

There were 2,227 failures reported to *Bradstreet's* in January, 1927, with liabilities of $75,061,255. This marked an increase of 6.9 per cent in number and of 43.5 per cent in liabilities over January a year ago. Compared with January two years ago, there was a decrease in number of 4.8 per cent, but liabilities were 16 per cent larger. Compared with January of 1924, failures were a fraction of 1 per cent fewer, while liabilities were 38.7 per cent smaller.

New York Imports

February 10

S. S. Tuscania from Southampton, England
Venay, A. S., Inc., 7 cases glassware

S. S. Olympic from Southampton, England
Perry, Ryer & Co., 1 case lamps
Fr. Am. Glass Co., 13 packages glassware

S. S. Cedric from Liverpool, England
Davis Collamore & Co., 6 casks earthenware and glassware
Kupper, H. C., Inc., 14 crates earthenware
Edmiston, H. C., 11 packages crockery
Thurnauer, G. M., & Co., 6 cases hollow glass
Bassett, G. F., & Co., 20 crates earthenware
Straus, N., & Sons, 6 crates earthenware
Vogt & Dose, 6 casks earthenware
Rowland & Marsellus Co., 7 packages earthenware and china
Alpers & Mott, 1 cask china
Wanamaker, J., Inc., 1 cask glassware
Borgfeldt, G., & Co., 9 packages earthenware, glassware, etc.
Plummer, W. H., & Co., 5 packages earthenware and china
Barth, L., & Co., 2 crates earthenware
Tharaud, J., Inc., 3 packages earthenware
Syndicate Trading Co., 5 packages earthenware, etc.
Bernard, J. E., & Co., 3 packages china

February 11

S. S. Bremen from Bremen, Germany
Goetz, O., 45 cases crockery
H. C. Kupper, Inc., 1 case crockery
Nadel & Schimmel, 1 case toys
Borgfeldt, G., & Co., 1 case glassware
Chemical National Bank, 2 cases toys
Amer. Exch. Irving Trust Co., 10 cases toys
Travers, G. W., & Co., 2 cases toys
Chatham Phenix Nat'l. Bank, 8 cases earthenware
Foster, W. A., & Co., 1 case crockery
Fourman Bros. Co., 1 case crockery
Kupper, H. C., & Co., 6 cases glassware, etc.
Borgfeldt, G., & Co., 46 cases crockery, toys, etc.
Borgfeldt, G., & Co., 63 cases crockery, toys, etc.
Downing, R. F., & Co., 2 cases crockery
Wolf, L., & Co., 97 cases china, 29 cases toys, 1 case toys
Order, 35 casks crockery, 3 cases crockery

February 14

S. S. Aurania from Liverpool, England
Gordon of London, 1 cask chinaware
Lazarus & Rosenfeld, 9 packages earthenware
Meakin & Ridgway, Inc., 53 packages earthenware
Butler Bros., 9 packages needles and earthenware
Leyland, P. N., Inc., 3 packages earthenware
Maddock & Miller, Inc., 46 packages earthenware
Davison, J., Inc., 15 packages earthenware and china
Pitcairn, W. S., Corp., 50 packages earthenware and china
Gerlach, F. C., 17 packages earthenware
Sellers, C. W., 44 packages earthenware and china
Sender Co., 6 packages earthenware
Tiffany & Co., 7 packages china, etc.
Dickinson, E. B., Inc., 16 packages earthenware
Justin, Tharaud, Inc., 5 packages earthenware
Boote, E., 12 packages earthenware and china
Fondeville, A. J., & Co., 1 cask earthenware
Reimer, F. C., & Co., 1 cask earthenware

S. S. Cameronia from Glasgow, Scotland
Collamore & Co., 1 cask glassware

February 15

S. S. Hamburg Maru from Kobe, Japan
Kawayama & Co., 4 cases porcelainware
Morimura Bros., 39 cases toys, earthenware, etc.

From Nagoya via Yokkaichi
Woolworth, F. W., & Co., 192 cases earthenware and porcelain
Taiyo Trading Co., 183 cases earthenware and porcelain
Bloch, L. D., & Co., 170 cases porcelain
Bynes, W. J., & Co., 116 cases porcelain
Nara Trading Co., 62 cases earthenware, etc.
Nagoya Seitoshi, Ltd., 140 cases porcelain
Imoto Bros., 123 cases earthenware and porcelain

From Yokohama, Japan
Selrite Trading Co., 100 cases glassware

S. S. President Harding from Bremen, Germany
Herbert & Neuwirth Co., 5 cases crockery
Sheldon, G. W., & Co., 14 cases crockery, etc.
Arrow Novelty Co., 3 cases earthenware
State Fwdg. & Shpg. Co., 4 cases earthenware
Wolf, L., & Co., 10 cases hollow glass and crockery
Transatl. Shpg. Co., 4 cases earthenware
Lisner, D., & Co., 10 cases crockery, etc.
Goebel, J., & Co., 5 cases earthenware
Phoenix Shpg. Co., 9 cases crockery, etc.

S. S. Hamburg from Hamburg, Germany
Graham & Zenger, 50 cases glassware
Specialty Trading Co., 20 cases earthenware
Downing, T. D., & Co., 20 barrels crockery
Schmidt, W. H., 7 cases crockery
Wolf, L., & Co., 3 cases earthenware
Sullivan, W. C., & Co., 27 cases glassware and crockery
Reimer, F. C., Inc., 98 cases hollow glass, 18 cases earthenwa
Powell, C. H., & Co., 4 cases crockery
Metropolitan Pottery Co., 14 cases crockery
Irving Miller Co., 6 cases earthenware, etc.
Rosenthal China Co., 5 cases crockery
Kahla China Co., 5 cases crockery
Bernard, J. E., & Co., 14 casks crockery
Henningson, F., & Co., 6 cases earthenware
Chatham Phenix Nat'l Bank, 5 cases earthenware
Wedeman Godknecht & Lally, 7 cases earthenware, etc.
Bernard, J. E., & Co., 4 cases crockery
Guthman Solomon, & Co., 7 cases crockery
Globe Shipping Co., 22 cases crockery, etc.
Phoenix Shipping Co., 8 cases crockery, etc.
Friedlander, O. O., & Co., 64 cases crockery, glassware, etc.
Cahn, L. D., & Co., 84 cases enamelled hollow ware
Strauss, N., & Sons, 11 cases crockery
Kupper, H. C., & Co., 26 cases crockery, glassware, etc.
Andrews, D. C., & Co., 15 cases majolicas
Sheldon, G. W., & Co., 41 casks majolicas

S. S. American Farmer from London, England
Tobias & Co., 18 cases earthenware, etc.

S. S. United States from Copenhagen, Denmark
Markt & Hammacher Co., 314 cases enameled hollowware

S. S. Hindenburg from Hamburg, Germany
Phoenix Shipping Co., 7 cases glassware and crockery, 19 cra
earthenware
Manufacturers' Trust Co., 6 cases crockery
Straub, P. A., & Co., 16 cases china and earthenware
Reimer, F., Inc., 3 cases earthenware
Khouri, A. N., Inc., 11 cases earthenware, etc.
Bernard, J. E., & Co., 50 cases crockery
Borgfeldt, G., & Co., 2 cases crockery
Borgfeldt, G., & Co., 10 cases crockery, etc.
Kahla China Corp., 10 cases crockery
Sullivan, W. C., & Co., 7 cases crockery, etc.
Rowland & Marsellus Co., 1 case earthenware
Phoenix Shpg. Co., 32 cases crockery, glassware, etc.
Sullivan, W. C., & Co., 22 cases crockery, etc.
Sheldon, G. W., & Co., 6 casks majolicas

Syracuse Publishing Fine House Organ

The CROCKERY AND GLASS JOURNAL has been watchi with keen interest the issues of the *Syracuse China Ne* the snappy little house organ published in the interests the Syracuse China Co., Syracuse, N. Y.

Each succeeding issue appears to be more "news than the last, the make-up and material is well-balanc and the Editor is to be congratulated on the splendid a around quality of this enterprising little publication.

Maurice Raved Moves to Larger Quarters

Maurice Raved, manufacturers' agent, who have be located at 1140 Broadway for the past five years, wh they occupied the eleventh floor, have moved to the f teenth floor at that address where they occupy much lar quarters.

This change was made necessary by the expansion the firm's business.



Watteau style panels in blue, with black lace overlay. "Horns of Plenty" at either end with gay colored flowers. Tangerine lines for trim.

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Gordon A. Weese
Room 348 Morrison Hotel

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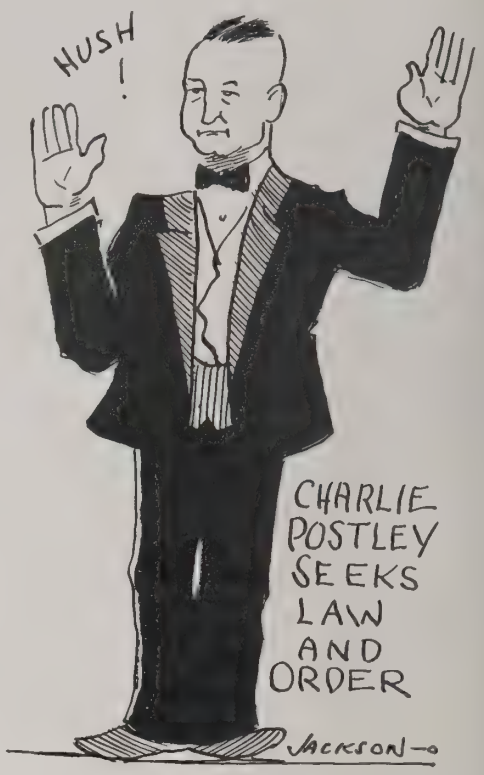
Morgantown, W. Va.

Peter Potter Broadcasting

(Continued from page 11)

ama. D. King Irwin is laughing at something over there. Hello King. Looks the part. S. Slobodkin is over at Julius Rosenfeld's table. Julius is the new president of th' association and a great fellow. That red headed fellow is his son. William E. Craig, James McNally, Charles F. Patton, William C. Moser, Edward J. Lawn and three guests are at "Sid" Thompson's table. Hello Simon Roth. With him are Stanley Kapp, Samuel Ludwig, H. S. Conn, C. Lippma, Charles Herman, A. Demov and John Barker.

That static you just heard was "Bill" Nicholas singing. Seated at Table No. 2 are H. Marks, D. Fisk, F. S. Kohn, Messrs. Kaufman, Fogel, Blinder and Ghertok, S. Luria, L. Cohen, A. Hanan, C. Rolff, H. Blinder, A. Broad, M. Hirsch and Allan Rosenfeld. At the Borgfeldt table are Paul Schneeloch, Fred C. Groh, Fred Baumgartner, Louis Koch, Emil Steuber, William Kelsey, William Schmidt, William MacClellan (my what a lot of Williams at this table) Theodore Gilfrich, Maurice Caro, W. H. Lederer, F. H. Smith, and T. F. Tolleferson. At the Nathan Straus table in addition to Senator Straus whom we previously broadcasted, are S. R. Sperans, J. W. Wallace, Leon Sultan, I. Cadmus, William Wagner, A. C. Smith, Arthur G. Stier, Max Friedman, R. E. Wells and L. B. Kaufman. That was L. D. Bloch who just looked around. Nice fellow. Don't see R. T. Pickering, with Maddock & Miller, here tonight. Don't call him Reynale. He prefers "R. T." That burst of laughter came from "Al" Gunthel's table. Did you hear it. Must have been a good joke. Those laughing include Louis Cruveilher, Alfred B. Gunthel, J. Joseph Snyder, Francis Girard, Anthony J. Eppolito, William Elsen, J. Herbert Robinson, Henry Stritter and Robert May. They're just lighting up th' cigars over at Table 19. H. B. Whitney, Harry Koss, Morris Koss, B. Brafman, M. M. Englehardt and H. Selworth. Looks like a fog over there now. Th' cigars are all going full blast. There's William S. Pitcairn, his son Gilbert and William Q. Wilcox. "W. S." has two tables with forty present all told. Quite a turnout. Everybody at Edmondson Warrin's table is getting ready for the entertainment. Shifting th' chairs, etc. F. Duclos, A. Ruge, W. Reeder, J. Gifford, G. Bresnock, R. Goetchius, L. Jacobs, L. Getzoff, G. Verneuil, H. Bruggeman, R. Wallace, C. Eayrs, K. Lockitt, H. Meyers and S. Shubert. That loud burst of applause just greeted "Eddie" Hammond who has stepped to the center of th' platform. Th' spotlight is upon him. He is trying to speak but there is so much noise he can hardly hear himself. You can't faze "Eddie" Hammond, however. He's seen some tight places in his career. Was once a jockey, managed several fighters and has competed in numerous speed boat races. No fazing "Eddie." No sir. He makes his speech even if only a few in th' front row hear it. Introduces



Julius Rosenfeld, the new president. Loud applaus Now th' entertainers are "doing their stuff." Goo show. Banquet's over. Signing off. GOOD NIGH Everybody!

Retail Delivery Elects Jos. Husson

Joseph Husson, president of the Eleto Co., New Yor was named president of the metropolitan group of the R tail Delivery Association at a meeting held there recentl This organization was formerly known as the local gro of the national association.

Other officers elected were: R. Hebron, of R. H. Ma & Co., Inc., vice president; R. Lewis, Saks-Fifth Aven secretary, and M. Walsh, of Lord & Taylor, treasur The next meeting will be held on February 9. At t morning session "The Unit System of Delivery" will discussed and in the afternoon the talk will be on "Ac dent Prevention."

Several changes were made in the group's by laws at t last meeting. Organizations or individuals may now admitted as association members if they are not membe of the National Retail Dry Goods Association or the R tail Delivery Association.

It was brought out at the meeting that some of t stores had arranged with banks in the suburban commu ties during the Christmas holidays to receive collectio from delivery drivers to avoid losses from hold-ups.

Honest error is to be pitied, not ridiculed.—*Chesterfie*

Men may live, but fools they cannot die.—*Young.*

Bamberger's to Start 16-Story Addition Soon

The little business founded in 1892 at 147 Market Street, Newark, by Louis Bamberger, and his partners, Felix Fuld and Louis M. Frank, gives promises of eventually becoming the largest of its kind in the world. The firm recently announced that shortly after the first of the year, construction work would be started on its new sixteen-story addition.

Plans for the new structure indicate that it will be the last word in store building. It will cost $10,000,000 and will be built of steel frame, with tile floor arches, and the exterior will be of brick and terra cotta. Not only will it contain a basement and sub-basement, but it will have a sub-basement mezzanine. When completed next year, it will provide twenty-four acres or 1,045,440 square feet of floor space, double the amount now occupied by the firm.

By making alterations in the present building, it will be possible to unite the selling space in both stores, and provide big and expansive selling departments. In the new sixteen-story building, the first to the eighth floors will be given over to selling departments. General workrooms will be located on the ninth floor; the general and executive offices on the eleventh; stockrooms on the twelfth; receiving and distributing merchandise to the various departments on the thirteenth, and the fourteenth will have a candy and ice cream factory, and a bakery. The sub-basement will be used for receiving and delivering merchandise.

Some of the facilities embodied in the new store will be a battery of up and down escalators running from the basement to the eighth floor and it is possible that they may be extended to the thirteenth. The general offices with some 500 employes will be designed to be sound-proof. Lighting will be indirect and the ceilings and floors will be of materials aimed to absorb the noise of bookkeeping and adding machines and typewriters. An elaborate telephone system will be installed. It will consist of 200 trunk lines connected with 1,000 individual phones with the allowance of adding 600 more. This equipment calls for a battery of twenty-five general operators, and thirty-six special order telephone salesclerks.

The building will contain thirty-two elevators, some of which will have a speed of 600 feet a minute for express service. Other features of the store will be a 100,000-gallon emergency water supply, a tearoom to seat 350, supplementing the present dining room accommodating 1,200, and a number of private dining rooms capable of seating from 50 to 250 persons; an auditorium seating 600 for store activities; an electric generating plant, fur-store vaults that will hold $8,000,000 worth of furs; an ice manufacturing plant which can produce 165 tons of refrigeration; comfort stations on every floor; a three-story house completely furnished, which will extend from the fifth floor to the ceiling of the sixth; a soda fountain that will accommodate 110 persons; a hospital with thirty-five beds, with attending nurses, a physician, a surgeon, chiropodist and a heart and lung specialist and several social secretaries for visiting the sick.

The air in the sub-basement will be completely changed ten times every hour. The ventilating system throughout the store calls for thirty-five fans, which will wash the air and temper it, and these will have a capacity of 30,000,000 cubic feet of air per hour.

U. S. Civil Service Examination

The United States Civil Service Commission announces the following open competitive examination:

Junior Ceramics Technologist—Applications must be on file at Washington, D. C., not later than March 12. The date for assembling competitors will be stated on their admission cards and will be about ten days after the close of receipt of applications.

The examination is to fill vacancies in various branches of the Government service, including the Bureau of Standards at Washington, D. C.

The entrance salary in the District of Columbia is $1,860 a year. After the probational period required by the civil service act and rules, advancement in pay depends upon individual efficiency, increased usefulness, and the occurrence of vacancies in higher positions. For appointment outside of Washington, D. C., the salary will be approximately the same.

Competitors will be rated on general chemistry and elementary physics, mathematics up to and including calculus, and practical questions on ceramics.

The work of the Bureau of Standards includes many branches of physics, chemistry, and engineering, also industrial technology, including research and standardization, and offers valuable experience in these professions, combining as it does theoretical, experimental, and practical work.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil-service examiners at the post office or customhouse in any city.

Burgess Denies He Was Obstructionist

Denying that he had been an obstructionist while a member of the Tariff Commission, former Commissioner William Burgess at Washington, testified before the special Senate committee investigating the commission, and asserted that former Commissioner William S. Culbertson, now minister to Rumania, had attempted to run affairs in that agency with a high hand.

He also more mildly criticized Commissioner E. P. Costigan, and former Commissioner David J. Lewis.

Answering Culbertson's testimony before the committee last spring, in which the witness had stressed his view that the flexible tariff should be administered in a scientific and judicial manner.

Mr. Burgess is now first vice president of the United States Potters' Association, and before he was appointed a member of the Commission under President Harding occupied the same position with the Potters' Association.

Blames Slow Pay on Loose Credits

As the credit men and women of the country close their books for 1926 it would be an interesting and profitable study to make an analysis of their accounts and determine just what causes the "slow pays," declares David J. Woodlock, secretary of the Retail Credit Men's National Association.

"I'll wager such an analysis will show a large percentage due to unintelligent credit granting and lax collection methods.

"Here is an account opened for a $25 limit, yet they are owing $195. This indicates credit extension in excess of the credit manager's judgment, made at the time the account was opened, due possibly to a failure to keep in touch with the account. Who is to blame?

"Here is an account of $375, an accumulation of purchases covering many months. The original limit was $50. Customer has been paying on account each month, but never in full, and always buying in excess of payment. As a result the account has pyramided in excess of the customer's ability to pay. Who is to blame?

"Here is an account with a customer of means. It totals $693, representing purchases over a period of seven months. No attempt has been made to collect because the credit department knows this customer can pay. Who is to blame?

"Another account upon which the husband has set a limit of $100, but the wife purchased $285. Who is to blame?

"Another open account of $200, but also an installment account of $985. One must be neglected in order to pay the other. Who is to blame?

"I believe in liberal credit extension, but I also believe such policy is only safe when backed up by an efficient and persistent collection system, an understanding as to terms when the account is opened and an insistence upon those terms being respected. The reputation of being 'easy' does not do the credit executive any good. In fact, it places him in the position of creating slow-pay customers.

"Just to prove my contention, let the credit man analyze accounts on January 1, not alone the undesirable but the 'slow pay,' and check up on his own organization, and if he doesn't find a sinew loose in his collection follow-up, then he's an exception to the rule."

To Display Swedish Ware

The Nordic Finance Association announces through its President, T. Wessen, that a showroom for Swedish merchandise and art will be opened shortly near Madison Avenue and Fifty-sixth Street, New York. It is planned to show glass, earthen and silverware, antique furniture and tapestries. It is planned eventually to build a "Swedish House" in which will be included a theatre, concert hall, stores and a restaurant.

The Nordic Finance Association represents both American and Swedish markets.

National Gift Association Plans Spring Sho

At no time in the merchandising history of this cou try has the desire for knowledge so nearly approach a mass movement by the buyers of merchandise as toda says W. S. Hays.

The evidence lies on every hand. Books on the origi development and present-day manufacture of a gre number of products are in great demand and sudden become best sellers, to the amazement of the publishe Trade publications sense the importance of providi complete information to their readers, the buyers, the products in their respective fields; and as a cons quence these trade publications are creating departmer to answer the rising flood of inquiries that reach the every day. The value of the leading trade publicatio as sources of information to retail buyers, cannot be ove emphasized.

Probably no association has recognized the opportuni and necessity for exhaustive merchandising resear more than has the National Gift and Art Associatio This association, a permanent organization whose me bership includes more than 100 of the leading manufa turers, wholesale distributors and importers, has not or pioneered in the gift and art merchandise field, but has as well looked to the broad general field of all bu ing, to determine a method whereby merchandise can more readily sold by retailers at large.

Realizing the potential profits in gift and art mercha dise to various types of retail stores, the National G and Art Association has sought some means to stim late buying in gift and art shops, furniture stores, partment stores, interior decorating shops, jewelry sto and many other retail outlets whose general merchand can be enlivened by appropriate displays of gift and wares. Gift and art wares have an individuality th lends atmosphere and attractiveness to retail stores general, and the appreciation of this has prompted ma retailers to create gift and art departments. They the atmosphere and environment of the home. Th make it livable.

As the progressive leader in its field, the National G and Art Association first realized the absolute necess of large concentrated buying markets for the retail bu ers' convenience.

Such markets as the spring and fall shows of the N tional Gift and Art Association provide complete d plays of every known item of gift and art wares, inclu ing exclusive American lines as well as the latest i portations. These semi-annual shows held in the Ad phia Hotel, Philadelphia, are truly representative of t markets of the world.

The spring show of the National Gift and Art Ass ciation will be held as usual in the Adelphia Hotel, Phi delphia, from February 28 to March 5, 1927. Philad phia is practically the center of more than 50 per c of the large buying markets of the country, and its lo tion is convenient within a few hours' journey from Eastern cities.

Vard Scatters Shipping Points to Cut Costs

illions of dollars annually will be saved customers f Montgomery Ward, the country's oldest mail-order se, under a newly inaugurated warehouse plan of dis- uting merchandise. When completed, this plan pro- i s for the establishment of warehouses within a 200- m radius of all well-populated points in the United St es, thus permitting a substantial saving in freight a s by taking advantage of carload shipments.

he interest of manufacturers, wholesalers, jobbers n even of retailers, has been attracted by this announce- m t of more economical distribution of merchandise, m king as it does an advance step in distribution.

ot only will customers receive a material reduction in ight rates on heavy merchandise bought through the m l-order house, but shipments will be faster, since the m chandise will be ordered out of a warehouse near the u omer's home, rather than from Chicago or one of the i other large plants located throughout the country.

he warehouses will be used for handling everything of h avy nature, specifically cream separators, gasoline en- gi s, farm implements and equipment, fencing, furni- u , heating plants, pianos, plumbing supplies, stoves and w hing machines. It is pointed out by Montgomery Ward that all shipments to warehouses will be in carload q antities, thus obtaining the lowest freight charges. The a ngs in the final retail cost thus made feasible will be p ed on directly to the customer, who will pay freight h ges not from the factory but from the nearest ware- h se.

s an example of what will result in saving to the cus- o er, Montgomery Ward asserts that experiments pre- i sly conducted with furnaces show that from $8 to $20 s ngs in transportation costs result by shipping from n earby warehouse to the customer, rather than from o of the seven main plants to the customer. Other ight savings will depend upon the weight of the article p chased and the shipping charges.

he idea of establishing warehouses grew out of the pl of distribution of furnaces through warehouses. This pr ved so successful in increasing the volume of furnace b ness and the additional business in this line was so di ctly attributable to the new experiment that it was de ded to extend the idea to ten departments handling he y merchandise.

wenty of these warehouses are now operating in the fo owing cities: Spokane, Portland, Oakland, Los An- ge s, Denver, Fargo (N. D.), St. Paul, Omaha, Kansas Ci , Fort Worth, Chicago, Aurora, Evansville (Ind), M nphis, New Orleans, Detroit, Columbus (O.), Atlanta, Ba imore and Albany. Within a year many others will be established.

n announcing the warehouse plan, G. E. Crandell, vice pr ident of the company, said:

"In keeping with Montgomery Ward & Co.'s policy to gi customers the benefit of every possible opportunity o ave money, we shall extend the new warehouse system o over all parts of the country.

SELDEN SELECTIONS

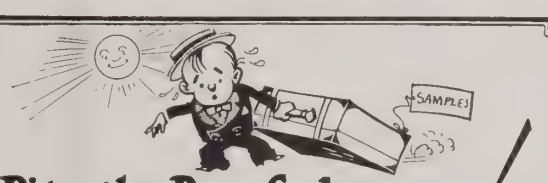
SPICER GLASS



This charming iridescent glassware is exceptional in its beauty, grace and low cost. Its four beautiful colors and many shapes make it a positive necessity.

Send for Catalog

SPICER STUDIO — HOWARD G. SELDEN ART WARES 625 FIFTH AVENUE NEW YORK — 532 E. Market St. Akron, Ohio



Pity the Poor Salesman!

Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rasseled" any.

Let Rawsthorne photographs cut sample carrying to the minimum and save your salesmen's energy, time and disposition for the actual selling job.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING · EIGHTH & PENN · PITTSBURGH, PA.

COMPLETE "LINES THAT SELL"
Manufactured by the
BRUSH POTTERY CO.
ZANESVILLE, OHIO
PROMPT DELIVERIES
By Our Trucks from Our
NEW YORK WAREHOUSE
5 W. 20TH ST.
JOHN L. PASMANTIER & SONS

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

DECORATING FOREMAN WANTED

DECORATING FOREMAN—on glass. Must be first class designer. Etching plates, etc. Give full particulars. Our present foreman understands about this ad. Apply Box 606, Crockery and Glass Journal.

SALESMAN FOR SPECIALTY TRADE

SALESMAN—wanted to solicit the Electric Fixture and specialty trade in New York City. Apply Box 607, Crockery and Glass Journal.

DINNERWARE SALESMAN WANTED

SALESMAN wanted to carry dinnerware as a side line in New York and Pennsylvania. Commission basis only. Apply Box 608, Crockery and Glass Journal.

CHINA AND GLASS MAN SEEKS OPENING

MAN—26 years of age, with glass and china experience wants position with future. Speaks French and German. Address Box 609, care Crockery and Glass Journal.

Buyers in New York

February 8, 1927

W. J. Juhan, housefurnishngs, toys, Union D. G. Co., Macon, Ga., 105 Madison Ave. (Mdse. Reporting Co.).

C. E. Haner, lamps, Boston & Big Store Co., Maron, Ind., 115 W. 30th St. (B. F. Levis).

J. Kohnfelder, housefurnishings, toys, Kaufmann & Baer Co., Pittsburgh, Pa., 118 W. 32nd St.

Mr. Kidd, china, glassware, housefurnishings, England Bros., Pittsfield, Mass., 128 W. 31st St. (American Retailers' Ass'n.).

Mr. Winkler, crockery, housefurnishings, lamps, Lipman & Wolfe Co., Portland, Ore., 112 W. 38th St. (National Dept. Stores, Inc.), 19th floor.

J. J. Dalton, housefurnishings, toys, Marting Bros. & Co., Portsmouth, Ohio, 128 W. 31st St. (Kirby, Block & Fischer).

F. L. Warren, housefurnishings, Callender, McAuslan & Troup Co., Providence, R. I., 240 Madison Ave. (Syndicate Trading Co.).

W. B. Laird, housefurnishings, toys, Fahien-Tehan Co., Springfield, Ohio, 105 Madison Ave. (Mdse. Reporting Co.).

W. J. Stuart, crockery, Emporium Merc. Co., St. Paul, Minn., 105 Madison Ave. (Mdse. Reporting Co.).

F. Rembosky, china, glassware, lamps, housefurnishings, toys, Fisher Co., Tacoma, Wash., 128 W. 31st St. (Weill & Hartmann).

H. Dreher, housefurnishings china, toys, Root D. G. Co., Terre Haute, Ind., 23 E. 26th St. (W. T. Knott).

I. E. Fronani, china, glass, pottery, Woodward & Lathrop, Washington, D. C., 370 7th Ave., Room 1702.

February 9, 1927

A. D. Lurie, housefurnishings, M. Lurie & Co., Amsterdam, N. Y., 128 W. 31st St. (S. Hoffman).

W. B. Shockley, housefurnishings, china toys, J. B. Ivey & Co., Charlotte, N. C., 128 W. 31st St. (Kirby, Block & Fischer).

M. Waxman, china, Lansburgh & Bro., Washington, D. C., 128 W. 31st St. (American Retailers' Ass'n.).

February 10, 1927

G. E. Salisbury, housefurnishings, glassware, china, toys, W. M. Whitney & Co., Albany, N. Y., 27 West 33rd St. (Fellows Buying Co.).

Mr. Dodge, housefurnishings, Wm. Filene's Sons Co., Boston, Mass., 1440 Broadway.

J. T. Atkins, housefurnishings, lamps, Auerbach Co., Salt Lake City, Utah, 333 7th Ave. (J. M. Biggins, Inc.).

J. M. Friedlander, toys, housefurnishings, Nathanson Bros. Co., Toledo, Ohio, 131 West 35th St. (J. Hartblay, Inc.).

February 11, 1927

J. S. Kula, toys, housefurnishings, Symons D. G. Co., But Mont., 1150 Broadway (F. Lilienthal & Co.).

Miss E. Unger, lamps, art goods, Mandel Bros., Chicago, I 13 E. 22nd St.

B. McMannon, lamps, Eiband's, Galveston, Texas, 333 7th A (J. M. Biggins, Inc.).

February 12, 1927

H. W. Leh, housefurnisings, toys, china, lamps, H. Leh & C Allentown, Pa., Pennsylvania.

W. B. Stroup, toys, lamps, Warner Bros., Warren, Ohio, 1 Grand (Jay & Co.).

February 14, 1927

O. Furchgott, notions, toys, M. Furchgott & Sons, Charlesto S. C., 105 Madison Ave. (Mdse. Reporting Co.).

H. C. Hall, china, glassware, lamps, gifts, Duluth Glass Blo Store, Duluth, Minn., 128 W. 31st St. (Weill & Hartmann).

R. Slick, housefurnishings, china, Rothschild Bros., Ithac N. Y., Martinique.

M. Jackson, gifts, lamps, Cohen Bros., Jacksonville, Fla., 1 Madison Ave. (Mdse. Reporting Co.).

R. H. Yarwood, china, housefurnishings, Beir Bros., Niaga Falls, N. Y., Imperial.

R. T. Timberlake, toys, Rands, Inc., Oakland, Calif., Prin George.

W. W. Lease, housefurnishings, china, toys, P. Wiest's So York, Pa., 128 W. 31st St. (Kirby, Block & Fischer).

R. M. Boyd, housefurnishings, G. M. McKelvey Co., Youn town, Ohio, 333 7th Ave. (J. M. Biggins, Inc.).

February 15, 1927

G. H. Guest, housefurnishings, Jordan Marsh Co., Boston, Mas 244 Madison Ave., 7th floor.

L. J. Koster, toys, housefurnishings, china, Katz & Goldsmit Inc., Braddock, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

H. Goldenberg, table vases, lamps, H. Goldenberg & Co., Cle land, Ohio, 145 W. 60th St. (Premier Lighting Co.).

Mrs. A. Pine, toys, house furnishings, John R. Coppin Co., Co ington, Ky., 128 W. 31st St. (Weill & Hartmann).

L. Durr, housefurnishings, toys, Hub Pushin Co., Danville, K 11 E. 26th St. (McGreevey, Werring & Howell).

C. B. Crowe, housefurnishings, china, toys, Younkers Bros., D Moines, Iowa, 128 West 31st St. (Weill & Hartmann).

W. A. Wickham, housefurnishings, Warrick Bros., Flint, Mic 27 W. 33rd St. (Gellows Buying Co.).

C. H. Press, housefurnishings, toys, Efroymson & Wolf, I dianapolis, Ind., 112 W. 38th St. (Littman & Storch), 14th flo

R. Slick, housefurnishings, china, Rothschild Bros., Ithaca, N. Martinique.

J. N. Arbaugh, housefurnishings, toys, china, F. N. Arbau Co., Lansing, Mich., 315 4th Ave. (D. G. Alliance).

A. J. Polatschek, toys, housefurnishings, china, The Famo McKeesport, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

W. F. Maertz, lamps, Ed Schuster & Co., Milwaukee, Wisc., 3 Fifth Ave.

B. Mehlman, china, glassware, Boston Store, Milwaukee, Wis 128 W. 31st St. (American Retailers' Ass'n.).

W. J. Lyons, toys, housefurnishings, New Bedford D. G. C New Bedford, Pa., 315 4th Ave. (D. G. Alliance).

O. Wiggs, housefurnishings, gift novelties, Wiggs Fair, Po tiac, Mich., Pennsylvania.

J. Friedlander, toys, housefurnishings, Nathanson Bros., In Toledo, Ohio, 131 W. 35th St. (J. Hartblay, Inc.).

G. V. Mahan, toys, gifts, housefurnishings, B. McManus C 120 West 32nd St. (A. Fantl).

February 16, 1927

C. Sullivan, glassware, R. H. White Co., Boston, Mass., 4 4th Avenue.

C. H. Hurlburt, china, glassware, toys, D. M. Read Co., Brid port, Conn., 315 4th Ave. (D. G. Alliance).

M. Tubbs, china, glassware, housefurnishings, toys, Hager Bro., Lancaster, Pa., 315 4th Ave. (D. G. Alliance).

A. E. Long, lamps, Dayton Co., Minneapolis, Minn., 1440 Broa way (Assoc. Mdsg. Corp.).

L. A. Bourbon, housefurnishings, china, Duffy-Powers C Rochester, N. Y., 1150 Broadway (F. Lilienthal & Co.).

F. H. Butterfoss, housefurnishings, china, Cleland, Simpson C Scranton, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

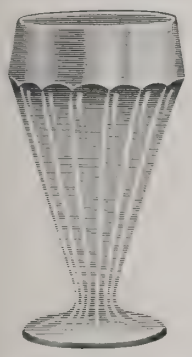
Mr. Friedlander, toys, housefurnishings, Nathanson Bros., Ir Toledo, Ohio, 131 West 35th St. (J. Hartblay, Inc.).

G. B. Cricklow, glassware, notions, Goldstein-Migel Co., Wa Texas, Imperial.

Take Thought unto the Morrow

and be sure that your stock of

SODA FOUNTAIN GLASSWARE



No. 156
Low-Foot
Soda Goblet

is complete and large enough to take care of the spring and early summer trade. The roadside lunch rooms, catering to the motorists, will be more in evidence than ever before, and more of them will install fountains.

This class of trade, and the regular run of city and town dispensers, must have our

No. 156 LINE

TUMBLERS GOBLETS
STRAW JARS BANANA SPLITS
SUNDAES NUT JARS
CRUSHED FRUIT BOWLS, ETC.

while, for the soft drink purveyor of the better class there is an almost infinite variety of blown and pressed lead and lime glassware.



No. 156
Coca Cola
or Soda Tumbler

United States Glass Company

PITTSBURGH, PENNSYLVANIA

Income Tax

(Continued from page 20)

SALE OF GIFTED PROPERTY

Q. On December 25, 1917, my father gave me a certi te for twenty-five shares of a common stock. At that m he had received this as a stock dividend on stock a he had purchased. I sold this stock in 1926. Will p please advise how I shall handle this in my income x W. S. F.

A. The difference between the sales proceeds and the la of the stock at the time it was given you by your fat r, is taxable. The fact that your father acquired the o as a stock dividend is immaterial.

CORPORATE EXEMPTION

Q. Is there any provision in the income tax law which lo s a corporation to deduct 6 per cent of its total capi al investment from its gross income before computing in ne subject to tax? Q. J. S.

A. There is no such provision in the law. A corporation of is entitled to a $2,000 exemption if its net income l s than $25,000. The old excess profits tax law used low corporations an exemption based on a percentage f vested capital. That tax was repealed sometime ago.

New York Showrooms

(Continued from page 21)

and creamers and footed covered bon-bons in snappy individual cuttings are other attractive items. In the center room is an unusual display of dollar day sales items including a large crystal assortment and also a display of colored glassware. Passing from these the next to attract the attention is a display from the Liberty Works of spiral optic stemware in two shapes and three colors: amber, green and rose. Arrayed alongside of this is a line of spiral decorated glassware specials including water and ice tea sets in spiral and bamboo, seven pieces to a set. In addition to these Mr. Wise is featuring a strong line of salad plates, colored and crystal, amber, green and rose console and low table sets.

Duncan & Miller Catalog Ready

The Duncan & Miller Glass Co., Washington, Pa., have in preparation a new catalog which is now ready for distribution to the trade.

It is the last word in the way of a silent salesman. It comprises 115 pages with a profusion of illustrations which present the ware in a manner that is almost as satisfactory as seeing the original items.

Dealers desiring a copy should send their requests to the factory at Washington.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 8

FEB. 24, 1927

IN THIS ISSUE

THE LIBRARY OF THE
FEB 28 1927
UNIVERSITY OF ILLINOIS

In Quest of The Perfect Package — an article of interest to china and glassware manufacturers dealing with packing problems.

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Reliable Income Tax Information by M. L. Seidman, Certified Public Accountant and Income Tax Expert, who gladly answers Income Tax problems for our readers

Spode's Golden State



THE accompanying illustration shows one of the most colorful and effective designs produced on the old flower embossed shape. The enameled colors are painted on the embossment, under the glaze, in green, red, purple, and orange, the underglaze treatment adding warmth and richness to the colors of the paintings. This treatment stands out very effectively against the ivory body. The flower embossed shape is one of the oldest made by Spode. Its artistic perfection is proved by the fact that it has been carried down through time and is still highly appreciated by those who know beautiful things.

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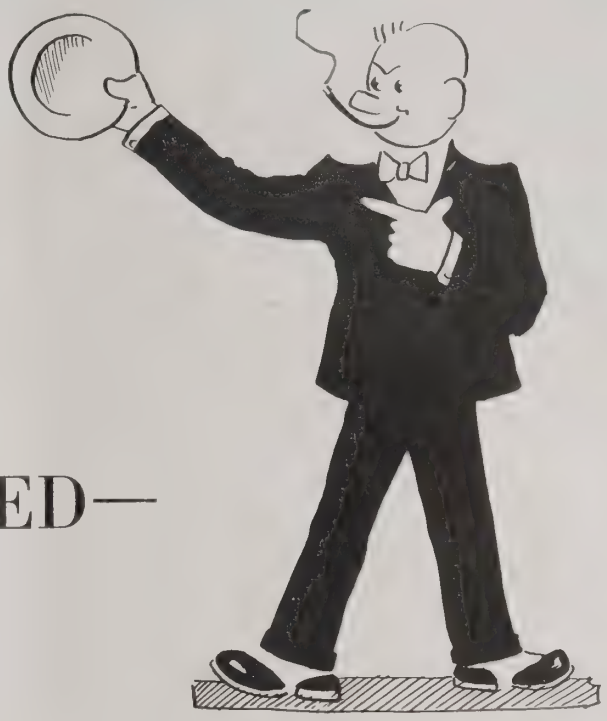
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A.J. FONDEVILLE
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HOMESTEAD WARE

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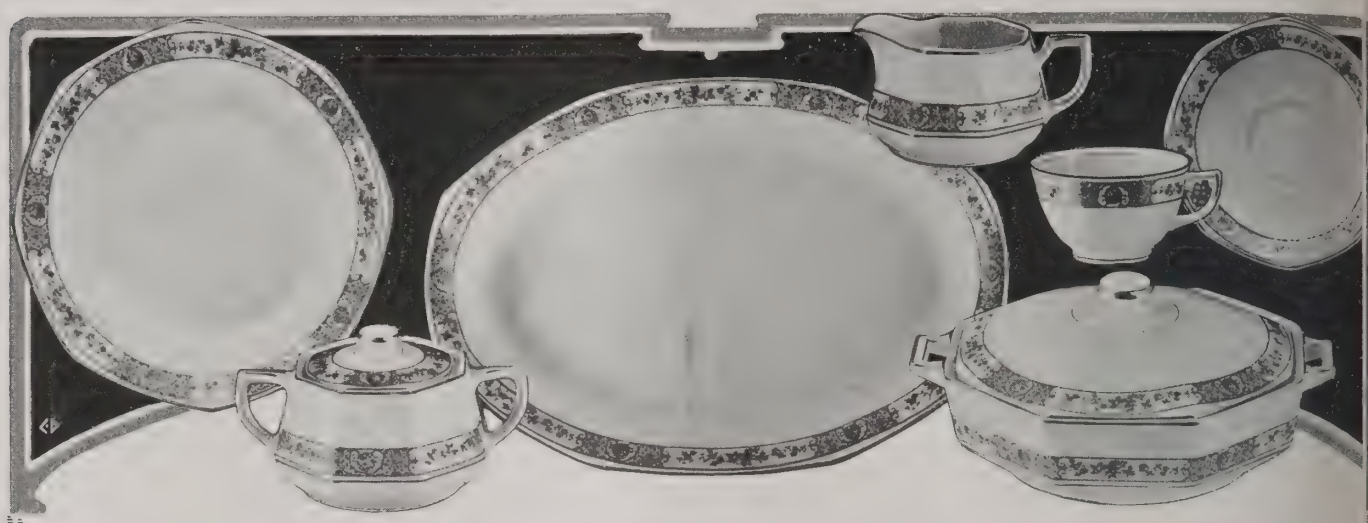
In the showrooms the dinnerware beautiful is displayed to its best advantage and after it reaches its final destination the home, it becomes the pride of the good housewife whose well-laid table it graces to her great joy and satisfaction.

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Decoration Y-31

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The Laughlin Establishment operates six plants, with a total capacity equivalent to one hundred kilns. Three of these plants, with an aggregate capacity of forty kilns, are devoted almost exclusively to production of the Yellowstone. The distribution of that shape alone for the last half of 1926 approached ten thousand dozens per day, all decorated. The daily production of Yellowstone, if placed in line, would stretch ten miles. Imagine an unbroken line of decorated dishes, all in one shape, stretching from the Battery in New York to the Harlem River and three miles beyond, and you may have some idea of the daily sales of Yellowstone.

There Must Be A Reason

Homer-Laughlin China Co.

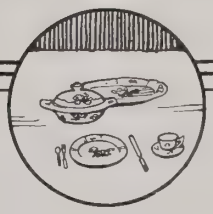
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Decorated

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AS THE EDITOR SEES IT

ugeting ommunity eds

A growing practice of chambers of commerce to finance their operations by setting forth, first, what is needed by the community, in the or a budget and then depending upon its members to p y the funds in accordance with their stake in the mmunity is detected by the Organization Service of the amber of Commerce of the United States.

"his appeal," the Organization Service found, proved a persuasive one because the business man had a s esslike proposition to deal with. Here was the cham- r here was the definite work it was doing or proposed d; here was the definite amount of money needed to do is work; here was his concern's fair share of this budget. s result, some secretaries began to ask themselves, hy maintain all this plural membership machinery? Th not create a budget fund or a service fund or a st ning fund and ask the business concerns of the mmunity to provide this fund for the chamber on the si of the financial stake of each concern in the com- unity?

This method of doing the job of a city or a town seems ve caught the imagination of business men in many s and appealed to his sense of orderly business method. ables him to contribute to the development of the m unity in the same measure as he profits by it and ts forth a definite purpose to be accomplished. A state- en has been prepared by the Organization Service giv- g e plan in detail.

Penalizing the Provident

The habit of the states to bear down on the insurance policyholder as a convenient source of revenue for the upkeep of government is found to be growing by the Insurance Department of the Chamber of Commerce of the United States, which has issued its findings in a bulletin: "Hidden Taxes in Your Premium."

The states originally levied special insurance taxes, licenses and fees to pay the upkeep of insurance inspection and supervision. These taxes have been constantly growing ever since and a very small part of them is used for this purpose.

The survey shows that last year state governments collected from policyholders $72,951,023—enough to pay an annual premiu mfor more than 4,800,000 ordinary life insurance policies issued at the age of 25 for $1,000 each.

"Of this sum," says the Insurance Department, "only $1 in $27 was used for the maintenance of state insurance departments, the purpose for which these imposts were originally intended. The rest was used for state functions for which the policyholders had already been taxed as citizens. These state functions had no particular relationship to policyholders as a class, any more than to any other type of taxpayers."

The provident policyholder, it would appear, is taxed not only as a citizen but as a policyholder to pay for safeguarding the improvident.

Plan Intergroup Work in Trade Relations Drive

Manuacturers, Wholesalers and Retailers Now Co-operating Among Themselves, Says Chamber of Commerce Body Headed By A. Lincoln Filene

"When the trade association wave swept over the field of American business it brought one of the most complete and profitable improvements in our commercial history. In many different fields economic wastes were greatly reduced. Today the trade association is the major practical unit in the broad realm of business," says the Chamber of Commerce of the United States in a review of trade relation progress.

Recently, however, it has been suggested by Secretary of State Herbert Hoover, among others, that the job is only half done. Manufacturers co-operate with each other, wholesalers have their associations, and retailers are working together. Yet trade abuses are unethical practices, thriving on the relations between these groups, continue to clog the flow of trade.

During the last year plans have been made to attack these wastes along the entire industrial front. A new concept of co-operation, involving inter-group action through representatives committees, has been rapidly developed in the work of the National Trade Relations Committee, sponsored by the Chamber of Commerce of the United States. This committee urges distributors to co-operate with members of all groups within their industry and has evolved a definite plan for aiding a trade in bettering relations between its manufacturers, wholesalers and retailers.

At meetings held in New York on October 21 and Chicago on December 3, representatives of nearly fifty trade associations discussed the formation of intergroup committees composed of the different classes of distributors. Members of these Joint Trade Relations Committees are to be actual owners or head executives of establishments. They are to represent their merchandising groups in discussing complaints and deciding upon the method of their settlement.

The task of the national committee is chiefly advisory. Its aim is to assist each trade in developing its own machinery for dealing with wasteful trade abuses and unethical practices. A tentative manual describing in detail the organization and functions of Joint Trade Relations Committees is in preparation as a guide for trade groups contemplating their formation.

First presented in preliminary form at the December meeting, this manual is to be the initial step in the progressive program for 1927 which the chamber's committee has been encouraged to map out as the result of the wide interest shown by the various trades.

Evils to Be Attacked

Some of the practices which it mentions as typical of those to be dealt with by Joint Trade Relations Committees are: Unjust return of merchandise, failures to deliver at appointed time, misrepresentation of merchandise by salesmen, unreasonable cancellations, disregard of shipping instructions, failures to confirm orders, salesmen promising things employers cannot fulfill, selling competitors whose line is stated to be exclusive, taking discounts not earned and delivering more than was ordered.

The natural development of the work of a Joint Trade Relations Committee is outlined as "(1) collection of instances of such trade abuses, (2) development of codes of standard practice, (3) correction of violations of approved trade practices through correspondence with those who are stated to have made the violations."

Plans for bettering trade relations have gone steadily forward. Joint committees have been formed in the following groups: Building and construction, burial goods, clothing (both men's and women's), coal, confectionery, electrical, food and groceries, hardware, paint and varnish, woolen and worsted. Numerous other committees will be formed in the coming year.

Conferences will be arranged with the different groups in individual trades which are ready to form joint committees. The activities of the National Committee will not extend beyond assistance in organization—the particular problems, in every case, will be handled by the joint committees within the respective trades. These representative bodies, dealing not with one class of business men but with the trade as a whole, will doubtless do much toward stopping the merchandise channel of the wastes which Secretary Hoover wishes to eliminate.

Joint Trade Relations Committees are not intended to supplant the excellent codes of ethics and arbitration methods which have been adopted in some trades to combat trade abuses and unethical practices. They are not planned as a substitute for arbitration, which is obviously the only practical method of dealing with technical disputes which arise in certain trades, but as a means of eliminating unapproved practices which need not lead to arbitration.

Eventually, also, they will be powerful factors in establishing unity of production and distribution. A complete functioning of the committees, insuring co-operation between manufacturing and distribution within the trade will reduce such wastes as the manufacture and distribution of too many varieties, lack of even flow of orders, lack of standardization in size measurements, overproduction, unsound credit expansion, indefinite contracts and uncertain terminology.

New York Credit Men to Meet

Credit problems that arise in various types of business were discussed by the credit men of New York State at the fourth annual conference held at the Osborne House, Auburn, N. Y., on February 21 and 22.

Round-table discussions were directed by David J. Woodlock, managing director of the Retail Credit Men's National Association, and Justin H. Edgerton, credit manager of James McCreery & Co., New York.

Dept. Store Sales Gain 1 Per Cent in January

Sales in January, 1927, of 539 department and other tail shops which made preliminary reports to the Federal eserve System were 1 per cent larger than in January last year. Sale increased in seven Federal Reserve stricts and declined in five districts. With the exception the Philadelphia district, where sales were 4.4 per cent naller than in January, 1926, sales were larger in all the astern districts and in the Chicago and San Francisco stricts. They were smaller in the Richmond, St. Louis, inneapolis and Dallas districts, and practically unchanged the Atlanta district. Of the 539 stores reporting, 261 owed increases and 277 reported declines.

Sales of two leading mail-order houses were 7 per nt smaller in January, 1927, than in the corresponding nth in 1926, while sales of five reporting 5-and-10-cent ain stores were 4.3 per cent larger than a year earlier.

Final Dec. Figures Show 2.5 Per Cent Gain

Retail trade in December, 1926, was larger in volume an at any previous time, and for the year 1926, as a hole, it was larger than for any preceding year. In ecember sales of department stores were 2.5 per cent ger than in December, 1925, and sales of all lines of ain stores were also larger. Sales of mail-order houses, the other hand, were slightly smaller than in Decem-r, 1925, but larger than in the corresponding month of y other year. Statistics for forty-five separate depart-nts reported by stores in seven Federal Reserve dis-cts show that sales were larger than in December, 1925, in thirty-one departments and smaller in fourteen departments. Increases were largest in departments selling neckwear and veilings, leather goods, women's skirts, ready-to-wear, women's and children's hose and shoes. Declines were largest in departments selling silks and velvets, cotton and woolen dress goods, and women's coats and suits.

Percentage changes in dollar sales between January, 1927, and January, 1926, are given in the following table:

Fed. Res. District	Stores reporting Inc.	Dec.	P. C. of inc. or dec. comp. with Jan. '26
Boston	28	31	+ 3.0
New York	20	32	+ 2.4
Philadelphia	37	49	— 4.4
Cleveland	22	18	+ 3.3
Richmond	24	21	— 1.2
Atlanta	20	15	+ 0.05
Chicago	30	28	+ 1.3
St. Louis	6	12	— 5.1
Minneapolis	6	11	— 1.1
Kansas City	13	10	+ 2.9
Dallas	11	6	— 4.6
San Francisco	44	44	+ 3.4
Totals	261	277	+ 1.0
Mail-order houses (two houses)			— 6.9
Five-and-10-cent stores (five chains)			+ 4.3



Johnson Bros. showed this pleasing display of Pareek dinnerware in the William Penn Hotel during the recent Pittsburgh exhibit.

CAUGHT IN THE NEWS NET

THE many friends of "Col" Will Rhodes will be pleased to learn that he is traveling in the South for B. Tomby & Co., 20 W. 23rd St., and making good. This is "Col." Will's first attempt at selling German ware but he is "putting it across" in his usual successful manner.

Miss Josephine Beaubernard of the Josephine Shop, Cleveland, a gift department of the George H. Bowman & Co., store and Miss E. Hodgins, of Hodgins, Inc., Buffalo, were among the women buyers visiting the Metropolis this week.

William G. Mueller, manufacturers' agent with showrooms at 35 West 23rd St., left yesterday on the Century for Chicago with four trunks of samples. Mr. Mueller will show his wares in the Windy City before continuing on through the west.

"Pete" Roderick with the LaSalle & Koch Co., Toledo, O., is a well-known buyer in New York this week. While here Mr. Roderick is making his headquarters with R. H. Macy & Co., the store's resident buyers.

C. C. Cullen of the C. C. Cullen Co., Knoxville, Tenn., is here on a buying trip as is P. Koppelman, housefurnishings, china and hardware buyer for Wm. H. Block Co., Indianapolis, and Leon Koster with the Famous Co., Bradock, Pa.

W. L. Breen, china and glassware buyer for The Alms & Doepke Co., Cincinnati, is another in New York in the interest of his firm.

L. S. Zugsmith, salesman for B. Tomby & Co., 20 W. 23rd St., will leave next week for an extended trip on the road which will take him to Ohio, Pennsylvania, West Virginia, Kentucky, Maryland and Delaware. He expects to be gone a little short of three months.

Effective last week announcement has been received that F. F. Hall, formerly with the Powers Mercantile Co., Minneapolis, Minn., has assumed the duties of housefurnishing buyer for Gimbel Bros., New York store, taking the place of Frederick Hogg who has retired.

F. S. Lamb, merchandise manager for the W. J. Pettee Co., Oklahoma City, Okla., spent several days on a visit to the local market this week.

"Joe" Schoenberg, housefurnishing buyer for Mandel Bros., Chicago, arrived in the market this week on his first buying trip for the firm. He was accompanied on the trip by his assistant M. McCarthy.

The Krauss Co., Ltd,, New Orleans, are putting in a complete housefurnishing, china and glass department and Leon K. Heyman has been visiting the local market this week placing orders. As yet no buyer has been selected. It is rumored that a local man is under consideration.

Among the old timers visiting the city this week was Harry Todd, housefurnishing, and toy buyer for McCurdy & Co., Inc., Rochester, N. Y. He plans to be here for the next ten days.

Miss L. Schuer, housefurnishing, toy and china buyer for the McAlpin Co., Cincinnati, O., arrived in the market this week accompanied by her assistant and is busy placing orders for immediate and fall delivery. Miss Schuer who has just recovered from a recent illness will be welcomed back by her many friends in the trade.

J. S. Williams, who is well known in the trade, has been made manager and buyer of the china, housefurnishings and toy departments of The Weinstein Co., San Francisco, Calif. He was formerly with Roraboth Brown D. G. Co., Oklahoma City, Okla., and Joske Bros. Co., San Antonio, Texas.

J. Meredith Miller of Maddock & Miller, Inc., having spent some time at headquarters greeting the out of town trade, is leaving the latter part of this week to cover his territory in New York State.

Harry Clarke with Graham & Zenger

Harry S. Clarke who has been with B. Tomby & Co. for several years past has again associated himself with the importing house of Graham & Zenger, Inc., where he assumed his duties on Monday of this week.

The announcement is sure to be received with considerable interest among Mr. Clarke's many friends in the trade, for his present connection takes him back to a firm with which he was formerly identified for twelve years prior to six years ago, when he went with A. J. Fonville & Co., and later B. Tomby & Co.

There is probably no better known china salesman

road today than Mr. Clarke and in returning to the stand he is sure to receive an enthusiastic reception. He is busily engaged familiarizing himself with the con-n's new lines before departing shortly to cover Middle estern territory for the firm.

homas G. Jones to Represent Albright China and McDonald Glass Lines

Announcement was made this week that Thomas G. nes, manufacturers representative, 200 Fifth Ave., h1 been appointed New York agent of the lines of t Albright China Co., Carrollton, O., manufacturers o dinnerware and the McDonald Glass Works, Inc., N Donald, Pa., who make a line of stemware, jugs, v es, etc. Many of the new samples from these two f tories have already arrived and are now on view a Mr. Jones showroom. With the acquisition of the A right line it will mark Mr. Jones introduction to tl trade as an agent for a dinnerware factory, he hav-i been previously prominently identified with the tr de as representative for well known glassware fac-tories for years. In addition to the two above men-ti ed lines Mr. Jones also represents the D. C. Jen-k s Glass Co. and the McKee Glass Co. in the New Y k market.

Decided improvements in lighting facilities are be-in made at the showrooms of the Cambridge Glass C , 181 Fifth Ave., where a complete new system of illumination is being installed. Where formerly only th teen overhead lights were employed there are now tw nty-four 200 watt lights suspended from the ceil-in These are arranged so that there is hardly a dark co ner in the room. They are hung in three rows run-ni g the entire length of the place. Throwing their lig t down against the side walls, the latter having be n newly finished in a gray tint, and reflected against th white ceiling, the effect is most attractive and ef-fi nt in showing the ware off to the best possible m ner.

arrett D. Bryce, of the McDonald Glass Works, In , McDonald, Pa., arrived in town the latter part of he past week to confer with Thos. G. Jones, who ha just taken on the representation of their line in th New York market. Mr. Bryce according to his pl s will be here for a week or more.

. Wilkinson, glass and lamps buyer for the Rosen-ba n Bros., Cumberland, Md., is in New York on a bu ng trip.

New W. T. Grant Store

he W. T. Grant Co., operators of a chain of depart-me stores from Maine to Texas, has leased the new sto building now being erected in the 900 block on Ind na Ave., Wichita Falls, Tex.

he terms of the lease were not made public.

Homer Laughlin to Build Million Dollar Plant

The Homer Laughlin China Co. has signed contracts for the erection of a new tunnel kiln plant at Newell, W. Va. at a cost of one million dollars. This plant will have a capacity of eighteen upright kilns and it will be of the tunnel kiln type plant. Ground will be broken next week and it is proposed to place the new unit in operation within four months.

Caution Necessary for Prevention of Trade "Tricks"

Without prophetic judgment it is well-nigh impossible for exporters to determine what portion of inquiries for purchase or representation of their goods in foreign countries is genuine, what inquiries are frivolous, and which are prompted by improper motives, states Bernard A. Kosicki, in *Commerce Reports*. In connection with this last class—relatively small in number but capable of occasioning a great amount of trouble and annoyance—certain specific considerations deserve to be borne in mind.

An artifice which has long been practiced is the piracy of American trade-marks and labels by prospective dealers in anticipation of trade in the merchandise so marked. A fresh instance of this kind has been noticed recently in a certain foreign country. A firm in the capital of that nation wished to represent a particular line of American goods. It wrote in for samples and terms, and the American company replied with an acceptance of the proposed representation and the submittal of samples and descriptive literature. In less than two months the prospective agent had applied for registration in his own country of the entire label on the American product, excluding the verbal trade-mark which had previously been registered by the American concern. The net result is that the imported goods will either be subject to confiscation when they arrive or that a cheaper imitation product will be set up in competition with the genuine.

A report of a somewhat similar case comes from another region of the world. A foreign manufacturing concern obtained a sample of an American device and advertising circulars describing it. Shortly thereafter there appeared on the market, in this foreign country, exact duplicates of the American product.

Such instances, unfortunately, are not rare. They point to the necessity for greater caution in undertaking to sell goods abroad.

A proposal from a foreign dealer or agent to represent an American line of goods should be scrutinized with due care. Before committing himself to any arrangement and before sending samples or terms, the exporter should check up on the reliability of the foreign firm.

If the article is protected by patents in the United States, or if it is sold under distinctive trade-marks, coun-

(Continued on page 21)



WHAT THE POTTERIES ARE DOING



Big Mail Order House Merger Would Mean Tremendous Sales Volume Increase

REPORTS received in this district during the last week which concerned the revival of the proposed merger of the two largest mail order houses in the country, Sears, Roebuck Co., and Montgomery Ward Co., were discussed with considerable interest among the manufacturers, with especial reference to sales volume.

It has been related that the Woolworth interests at this time, have been for some years the largest single buyer of dinnerware out of this district, and should the merger of these two mail order houses be consumated, it is said that the combined purchases of these two interests would put the account very close to the top of large consumers.

The expansion program of the Sears, Roebuck Co. adds materially to the outlet of the local market, and with three large units now proposed by this interest for the current year, demand for dinnerware will of course be increased.

Montgomery Ward Co. have always been volume buyers of dinnerware, both in bulk carlots and otherwise. Sears, Roebuck Co. have also been a large purchaser of the production of dinnerware from the local plants and some from outside the immediate district. A merger of these accounts would of course place the purchasing interest very close to the volume required annually by the Woolworth interests.

Drop shipments for these accounts amounts to a considerable volume during a year, all of which is in addition to the carlot shipments routed to the different distributing points of both large houses.

New Business Rather Slow

More or less apathy in the receipt of new business was disclosed by local manufacturers this week. A number of plants are working on business booked in January, and shipments on these specifications are now going forward.

While several of the local potteries are working on the usual schedule of from four to five and five and one-half days per week, others are not doing quite so well. Mail business is in only nominal receipt from regular channels, but some manufacturers are developing accounts from outside the beaten path.

Potteries outside this immediate district in some instances are working full time, while others are reporting part time production. Those plants featuring ivory body dinnerware are doing a rather steady business, so the sales departments report, also that the demand for this class merchandise is steady.

Yellowware is in nominal demand for this season of t year and while there is room for improvement, the pr duction is on a larger scale than during the early part the year.

Plain whiteware is in seasonable request only, the m jority of the distributors demanding decorated goods.

Von Hagle to Visit East Liverpool

Henry Von Hagle, for more than 20 years buyer dinnerware and glassware for the Sears, Roebuck & C and who is now head of the H. Von Hagle & Co., d tributors of household utilities with headquarters at East Washington Street, Chicago, is expected in the E Liverpool market within the next few weeks. The co pany will begin operations about March 1st at the abo location.

The company will begin at first with an extensive d nerware campaign by the mail order plan, and other lin will be added steadily. Shipments of dinnerware will made direct from the factories to the purchasers.

West End Pottery Resumes Operations

The West End Pottery Co.'s plant has resumed ope tions in all departments, following a brief idle period. addition to featuring a general line of dinnerware, th factory is also active in the production of a full line semi-porcelain hotel and restaurant ware.

National Considering New Shape

Consideration is being given by the National China C Salineville, O., to the placing of a new shape on the m ket, although just at this time no definite program h been announced. This plant went into the productio of an ivory body late last year, and since then Frank Judge, Jr., manager of sales, has been considering placi a new shape on the market.

Pottery Men Attend Ceramic Meet

A number of men connected with research departme of potteries in this district attended the annual meeti of the American Ceramic Society at Detroit, last we and took part in the discussion during the meeting of whitewares section, Thursday of last week. Officers the Society elected for the current fiscal year are: Pre dent, N. Mifflin Hood, Atlanta, Ga.; vice-president, Donald C. Booze, Cincinnati, O.; treasurer, H. B. H

son, Columbus, O.; secretary, Ross C. Purdy, Lord ll, Ohio State University, Columbus. During the con- tion week, those attending the meeting were guests of nufacturers of automobiles and ceramics in the Detroit rict.

. H. Wright Co. Takes Over L. & A. Cohn

Report has been received here to the effect that W. H. ight & Sons Co., Ogden, Utah, chain store operators, e taken over the business of L. & A. Cohn, Inc., Salt e City, Utah, and that immediate control has been uired. Additional departments are to be added to all res in the stores included in the purchase. The Wright iness was established 52 years ago and has been doing 00,000 annual business.

Retail Dinnerware Stocks Low

Dinnerware stocks in many retail stores is reported m moderate to low, according to advices received from d salesmen. It is also declared that some of these dis- uting interests are following a conservative policy in cipating future requirements, preferring to order goods e frequently instead of in volume.

he larger department stores have been placing orders air volume for general stocks, but many of these stores in the market for goods for special sales and "at a e" when such merchandise is available.

he jobbing interests are taking goods in about normal ume, but some of these interests have been ordering o shipments on some special assortments.

Pomeroy Wants MacWilliams, Inc.

ottery salesmen traveling the Pennsylvania territory e advised home offices that the Pomeroy store, Read- Pa., has made an offer to take over the department e of MacWilliams, Inc., Wilkesbarre, Pa., and on a s that will realize about 100 per cent on all claims he latter store. Should the deal go through and be roved by the courts, it is said that over $1,000,000 be involved.

he Pomeroy interests operate a number of stores in Pennsylvania district, and for years have been one of largest buyers of dinnerware in the Pennsylvania ter- y outside of Pittsburgh and Philadelphia. Wilkes- e banks with claims aggregating about $400,000 and kholders in MacWilliams, Inc., are consenting to the osal made through the courts by the Pomeroy inter- st

. T. & K. Co. Plants Working Full Time

ll plants of the Knowles, Taylor & Knowles Co. are ating full time, this schedule varying from five and half days to six days per week. Whether or not the pany will place additional kilns on ivory body pro- on has not been definitely determined because of the ase in demand of late for whiteware. Of the latter body considerable new business has been received of late, and the full production of this body is now required.

All salesmen for this factory are now on the road, and Hugh Nevin, of the office commercial department spent the current week in the New York district.

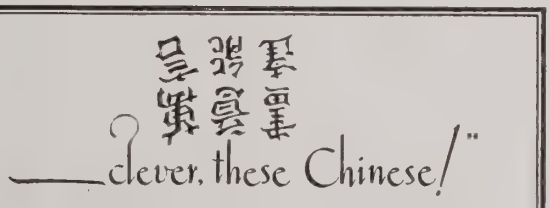
Knowledge

R & H long ago saw that proficiency in the "Three R's" of production was not enough. To meet the complexities of modern enamelling we were convinced that only the most intensive search for facts and their application to enamelling processes, would insure satisfactory results. R & H Ceramic Chemicals, Minerals and Oxides thus bear the scientific imprint.

The ROESSLER & HASSLACHER CHEMICAL CO

709 Sixth Avenue, New York

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton



The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.

A good photograph or illustration is the next best thing to putting your ware in the prospect's hands;—it speaks for itself. Yes, to paraphrase the proverb, a good picture saves lots of gab.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY

HEEREN BUILDING · EIGHTH & PENN · PITTSBURGH, PA

Few Orders on File Beyond May

Other than contract business, few orders are on file at local plants for shipment beyond the May period. March shipments are expected to be good because of so many department stores and other retail distributing interests preparing for the April sales period. Although February is the short month, shipments of both carlot and less than carlot goods will equal the total volume forwarded during January, it is said.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



China and Glass Sale Boosts Store's Business in All Departments

WHAT is done to bolster business in the china and glass department of one department store can also be tried out in another, New York glass salesmen have reported to factories in this district, in commenting upon the recent china and glass sale featured by Frederick Loeser & Co., Inc., of Brooklyn, N. Y.

This firm used full page advertising to the early development of this department feature sale, and one of the most prominent display windows of the store was utilized in "showing" the very latest in china and glass offered by this firm. On the main floor, the reports continue, four buss tables were placed, and on these the most attractive goods were shown that were considered by the department heads as bargains. While this display attracted large crowds the main china and glass section was crowded with buyers.

Factory salesmen declare that the newspaper advertising not only brought a heavy business to the china and glass section, but the other departments of the store closely allied with the china and glass section also shared in this increased business.

Ball Bros. Spending $100,000 on Improvements

Approximately $100,000 is to be spent at the Hillsboro, Ill., factory of Ball Bros., which is the active fruit jar factory of this interest. Production for the time being has been suspended in order that new equipment can be installed. Completion of this expansion program will give the factory a larger output than heretofore, and operations are expected to be resumed within a month or thereabouts.

A. E. Marshall Talks on Glass

"Glass as an industrial material," was the subject of an address delivered by A. E. Marshall, of the technical staff of the Corning Glass Works, Corning, N. Y., at a meeting of the Chemical Equipment Manufacturers at Carnegie Institute of Technology. Mr. Marshall not only referred to the growth of the use of glass in the industrial world, but referred to the different uses of glass in the industrial field.

Wells Glass Co. Increases Stock

Announcement has been made of the increase in the capital stock of the Wells Glass Co., Kokomo, Ind., from $200,000 to $300,000. The increase of $100,000 was the common stock issue of the corporation.

Glass Manufacturers Interested in Bamberger's

Flint glass manufacturers of this district gave co siderable thought to the oversubscription of $10,000,0 6½ per cent cumulative preferred stock recently placed the market by L. Bamberger & Co., of Newark, N. operating the largest department store in that state. Tl issue was in reality oversubscribed before official publ announcement was made, and the fact that the compar is now erecting an additional unit containing large flo space, gives rise to the thought here that the china ar glass department will be expanded when the new unit opened for business in line with other departments.

Glass Factories Filling January Orders

Most all flint glass factories are now filling orders th were booked during the January market period, and whe early shipments of some specialties were made some r peat orders have been received during the last week. Th is especially true with reference to some of the lines colored glassware.

Department Stores Preparing for Spring Sale

A number of department stores are preparing for ear spring sales, and while some orders have been placed no for glassware stocks, inquiries for such goods are al being received by the different manufacturers, and f March delivery.

In the majority of instances those interests that a seeking sales merchandise are looking for popular price goods, but at the same time the better grades are bringi the retailers a larger return of profit, according to t views of the manufacturers.

Assortments are said to be in rather favorable reque just now, and some of the jobbing interests are featuri these particular lines.

Westmoreland Lines Active

Active operations have been reported by the manag ment of the Westmoreland Glass Co., Grapeville, P which factory maintained the largest exhibit of novel glassware during the last market season. The line of th company is so large, and so varied that little wonder exis that production goes on such a steady scale. Not on is the line of colored glassware moving steadily wi

Wismath Suffer $100,000 Fire Loss

A loss estimated at $100,000 was sustained late last week the Paul Wismath Glass Co., Paden City, W. Va., due the explosion of a four-inch gas main. Fire apparatus m New Martinsville, W. Va., was used in extinguish- the fire. The plant is not distant from that of the den City Glass Co. This Wismath factory produces amental glass and employs about 100 people.

larcus Aaron Sails on Mediterranean Cruise

Marcus Aaron, president of the Pittsburgh Board of ucation and also of the Homer Laughlin China Co., h plants at East Liverpool and Newell, W. Va., accom- nied by Mrs. Aaron have left for a 64-day cruise to t Mediterranean.

U. S. Glass Has Successful Year

The United States Glass Co. reports for the year ended cember 31 net profit from the operations after deduct- Federal taxes totaled $91,863, as compared with $180,- 3 in 1925. Net addition to surplus in 1926 was $122,- 4 , as against $178,336 in 1925. In his annual report sident Edwin E. Slick said: "While the company was better shape to pay dividends than it has been for many rs, your management feels it is for the ultimate good the stockholders to put the money into improvement of perties. The debt of the company has been reduced notes payable to banks to $270,000. Capital stock remains at 97,641 shares outstanding or $2,441,025. During 1926 there was expended for new equipment $142,- 528 made necessary to keep up with prevailing methods and competition. The physical condition of your plants is now better than ever before. We have opened branch offices in Atlanta, Cleveland, Minneapolis and in Canada. After taking losses on old inventories, earnings of the company amount to $250,591 from which is deducted provision for depreciation and taxes, and loss of the Glassport Land Co., of $158,728, leaving net earnings of $91,863.

Patterson Foundry to Build

Contracts were awarded this week for the erection of a new plant for the Patterson Foundry & Machine Co., on a site opposite the East End plants of the Homer Laughlin China Co., East Liverpool. The company is one of the largest producers of pottery machinery now in business, having been established about 50 years ago by the late Monroe Patterson, who at the time of his death also controlled the stock of the Wellsville China Co., at Wellsville, O.

Superstitions are, for the most part, but shadows of great truth.—Edwards.

Coarse kindness is, at least, better than coarse anger; and in all private quarrels the duller nature is triumphant by reason of its dullness.—Eliot.

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



No. 1820 Dolphin
Console Set

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road

CHICAGO
R. A. Keel
EAST LIVERPOOL

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

Representatives

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
157 Summer St.

Chicago
F. T. Renshaw
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the seventeenth of a series of articles by Mr. Seidman on how to prepared income tax returns, that will appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles on taxation. He will answer all income tax questions that might be directed to him by our readers. Questions should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications must be signed by the inquirer, but no names will be disclosed in the published answers.

BEFORE proceeding to answer readers' questions, I think it might be well at this time to explain the use of the various income tax blanks, and also when and where the returns are to be filed and how the tax is to be paid.

The Various Income Tax Blanks

An individual makes his return on one of two forms. One of them is designated as form 1040 A, and is a small white blank to be used only in those cases where the net income is not more than $5,000 and is derived chiefly from salary, wages or commissions. Where the income is in excess of $5,000, or it is derived from a business or profession, regardless of the amount, the large white form, known as form 1040, is to be used.

Partnerships make their reports on the large yellow form known as form 1065. Every partnership, as distinguished from the individuals making up the firm, must file a return, no matter what its income.

The corporate return is a blue form, designated as form 1120. Just as in the case of partnerships, all corporations must file a return, irrespective of the size of its income.

All the returns mentioned thus far have to do with the income of those making the report. In addition, individuals, partnerships and corporations are required to file returns as to certain income they pay to others. These are known as "information returns," and are intended to assist the Government in checking up the returns of the individual to whom the payments are made. A separate slip—form 1099—must be filed for each income payment of $1,500 or more made to a single person, or $3,500 or more made to a married person during the year 1926, for salaries, interest, rents, or other similar income. In addition, a summary of these reports must be made on form 1096.

Time and Plae of Filing

All calendar year returns must be filed by March 15, 1927. The Information Returns go to the Commissioner of Internal Revenue, Sorting Section, Washington, D. C. The other returns go ot the Collector of Internal Revenue for the district in which the taxpayer resides or maintains the principal place of business.

Method of Payment

The tax may be paid in full, and in that event, a che to the order of the Internal Revenue should accompa the return for the amount of tax on the return. Howev the taxpayer has the privilege of paying in four equal stallments. In that event, one-quarter of the tax sho accompany the returns and the other three payments m be made on June 15, September 15 and December 15, spectively.

QUESTIONS AND ANSWERS

Payments to Nurse

Q. Would like to ask if it is permissible to ded wages paid to a nurse, when one is filing their income t return. C. H. C.

A. Payments to a nurse or for medical care genera are regarded as personal expenditures and therefore, n deductible.

Profit on Inherited Stock

Q. Some stock came to me from my father's esta When selling same, how do I calculate profit? How income tax worked out on a net income of say $10,5 which includes $2,000 from dividends on stocks? L. W. P.

A. The gain or loss is computed on the basis of t value of the stock at the time of your father's death, determined for inheritance tax purposes. The $2,000 dividends would be exempt from normal tax. The ent income is subject to surtax.

Tax Free Bonds

Q. "A's" net income is less than $4,000. During t year, however, he filed form 1000 with his interest co pons. The withholding agents will therefore pay 2 cent of such interest. Should "A" deduct at the rate 1½ per cent or at the rate of 2 per cent? S. D.

A. Credit should be taken at the rate of 1½ per ce since that is the rate applicable. Incidentally, in a pre ous answer to a question on this subject, I said that t credit is to be figured on the interest for the period t

(Continued on page 31)

What's New in New York Showrooms

New Sebring Tea Sets

Three new and delightful decorations in tea sets on their Bellview shape are being displayed at the E. H. Sebring China Co., showroom, 16 West 23rd St. The Bellview shape in its square fluted effect lends itself in an ideal manner to the decorative treatments, some idea



of which may be gained from the illustration The first of these new treatments features a blackeyed susan, which name has been very appropirately given to this number, and is shown in lovely natural colors of yellow, black and orange harmoniously combined. Adding further to its charm are coin gold handles and edge line. The second pattern employs a pansy, the reproduction of which is exact and true to nature. The colors used for this show the flower in every tint nature has given it, while the delicate green leaves furnish a charming background. Combined with this a coral edge line is used adding a lovely touch to the whole scheme. Last, but by no means least, is the third treatment. Here a distinct and different motif has been used, consisting of a fanciful floral idea somewhat on the type of an old fashioned garden flower. Colors of purple, red, yellow, green and blue are blended perfectly, giving a most refreshing effect. A coffee tan edge line is also used in connection with this treatment. These three patterns are priced very attractively, allowing the dealer a handsome profit.

Francis H. Ruhe Has Splendid Display of Novelties

The buyer visiting the showroom of Francis H. Ruhe, 14 W. 23rd St., will find a revival of the lovely old-time shapes in new and fancy stemware in which the low style shapes predominate. In addition to stemware Mr. Ruhe is showing a new line of Venetian-style vases, most attractive and very reasonably priced. A full line of novelties and an unusually splendid display of atomizers rounds out the line.

New Furstenberg Dinnerware Line at Reimers

New samples in Furstenberg dinnerware have arrived at the showrooms of the Fred C. Reimer Co., 49 West 23rd St., who have just secured the agency for this old factory. In applying the adjective old no misleading idea is conveyed, for it has been operating since 1747 and in displaying the line, the Reimer firm have the distinction of



being the first one to exhibit it in this country. The quality of this ware is of the highest type and some hundred odd patterns are to be seen. One shape, the Duchess, as illustrated, is a most satisfying example of grace and beauty and displayed on the Park Lane pattern, the firm are assured of immediate success on this decoration alone. The motif is a tree and branch in a delicate pink tint. Gold traced handles and full gold knobs are used. Another splendid shape that is to be viewed in this exhibit is the old Brunswick. The cover dish has a round eight sided foot with four large and four small alternating panels. From the foot the sides are carried up in the same panel idea curving gracefully outward. A low overhanging cover, the contour of which is in keeping with the body of the dish, has a charming finishing touch in the knob, moulded in an exact reproduction of an apple with three leaves, while the handles are rather large and square. On the Brunswick shape, one decoration which stands out prominently is the Meissen. This presents a floral combination featuring the Meissen Rose, in a wealth of natural hues. How effective these lovely shapes and patterns are on the table is illustrated by the Reimer firm. They have a table completely set at their salesroom, where combined with the dinnerware they also use their Theresienthal glass. In this manner the buyer is better able to judge patterns than in the ordinary method of display.

CHICAGO OFFICE
312
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CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Spring Weather Stimulates Chicago Trade

EARLY Spring weather in Chicago for several weeks past has greatly stimulated the retail trade. The department stores have had more than their usual crowds of shoppers for this season of the year and they are taking advantage of the situation by offering tempting sales of household goods of all kinds.

E. W. Steinbeck, head of The Steinbeck Co., left last week for New York and will sail this week for Europe. He will contract for his supply of baskets for his basket decorating plant while there, and will also select several lines of pottery, glass and leather novelties. The Steinbeck Co. will take new quarters in the Shops Building in the near future. This popular display of art goods, pottery, glass and baskets of every description will add considerably to the extent of the merchandise now to be seen in this buyi center.

The Kranz Building, 130 N. State Street is comi to the front rapidly as a buying center for lamps, p tery, glass and housefurnishings. Among the firs displaying in this building are Home Electric C Dooner-Logan, J. B. Finn, O'Brien & O'Brien, Edwa Koch and H. M. Wilt, all showing department sto merchandise of the nature mentioned above. Buye will find this an interesting point to visit.

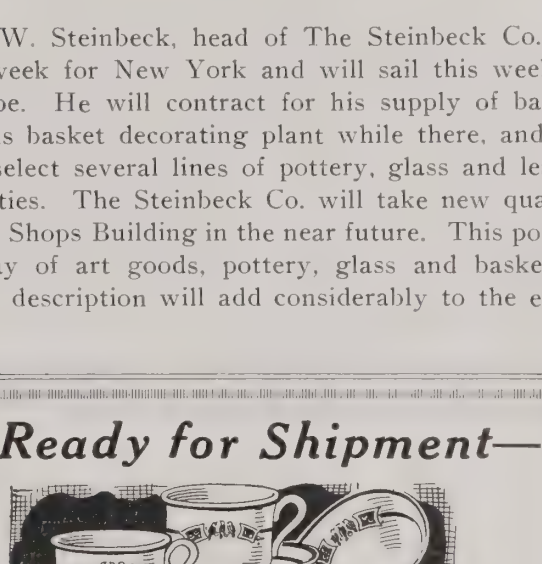
The Fair store, Chicago, in its annual $1.00 Hou furnishings Sale, is displaying some extraordina crockery and glass values. Among the items giv prominence is a beverage set consisting of a tall co ered jug and six tall glasses in iridescent coloring Crackled Sherberts and plates, 5 of each, in an attra tive oval shape, seven cups and seven saucers in Lo bird, Medallion, Oriental Flower and other deco tions, and 3-piece dresser sets of colored glass, co sisting of a powder box and two Cologne bottles, wi a color choice of amber, green, blue and rose. Ta figures are in satin finish.

Carson, Pirie, Scott & Company, Chicago, is displa ing a great variety of interesting China selectio during its semi-annual Home furnishing sale. Spec features are English Porcelain Dinner and Breakf sets, in bright colors and designs; Ivory Porcel breakfast sets, decorated in a green spray desi Octagon glass salad plates in flamingo-color glass wi engraved flower design, and handled muffin trays flamingo-color glass cut in wild rose design.

All furniture stores are now concluding their annu February Furniture Sales, which have included ma items in dinnerware and housefurnishings. Repo of the results of these sales have been most satisf tory, several of the larger furniture stores stating t their sales have been equal to or greater than for F ruary of 1926.

The Chicago Importers, 17 N. Wabash Ave., C cago, present for Spring Shower Gifts, a most attr tive water set of French Peasant work. The set co sists of Six Mugs and One Jug. They have a Po Dot design of Brown on a Tan Background or In

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FURNITURE MART
hone: Superior 4100 Room 930

This "card" can be made to yield big dividends. Phone Wabash 0860 for rates.

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

s on a Dark Blue Background. These sets are ially priced at $3.00 per set and are shipped from ago.

W. C. Owen, of W. C. Owen, Inc., sailed for Europe he Steamer S. S. *Berlin,* February 22nd. He will n visit the Leipzig Fair as well as other European kets. In addition to considering merchandise in metropolis, he will devote much time in seeking nsual items in remote villages. Mr. Owen plans to one four months.

---

great sensation was caused both at the Pittsburgh s & Pottery Show at Fort Pitt Hotel and at the ago China, Glass and Gift Show at Hotel Sherman n reproductions of 17th century glassware, prob- better known as Catalonian Glass, were shown. erienced buyers showed enthusiasm over this line for the brief time it has been on the market it has onstrated its great appeal to the consumer. Sug- ions for Spring Sales include Salad Sets, Vases clever small items all of which may be had in . Honey, Amethyst, Spanish Rose, Crystal, or Emerald. The complete line is on display at W. C. Owen, Inc., 17 N. Wabash Ave., Chicago.

Mid-Winter Chicago Gift Show

With a larger number of exhibitors and a greater attendance of buyers than at the show last year the Mid-Winter Chicago Gift Show, held January 24 to 29, proved to be a great success.

Thirty-four states and Canada were represented among the buyers.

Reports from a number of exhibitors indicate that a greater volume of business was done than at the same period last year. In fact, one of the largest exhibitors advises that the sales of his firm exceeded by thirty-three and one-third per cent those of the 126 show.

Such reports encourage the officers of the China, Glass and Gift Association, under whose auspices the show was put on, to further their efforts to increase the usefulness of the organization in these fields by making the show known as a meeting place for everyone interested in these types of merchandise.

Trade Tricks

(Continued from page 13)

el hould be taken as to the manner in which those ig s may be protected in the country where it is ex- ed d the goods will be sold. If the exporter intends to pp for foreign patents, he should refrain from sending br d samples or descriptions of the article prior to the li of his application, because the introduction into the or gn country of either the article itself or a description f prior to the filing of the application for patent, may or it the right to obtain such patent.

The "Intimate Human Touch" and Its Benefits in Business

American business concerns selling in the oversea markets to-day are usually so well equipped with information as to the best methods to be employed in maintaining old sales contacts and developing new ones that it is the exception rather than the rule to hear adverse criticisms respecting them, writes A. S. Hillyer, in *Commerce Reports.*

It may be of interest, however, to present the expression of a business man in England who has been offered lines of American merchandise by certain of our export firms—in the belief that his view may produce constructive results. This English merchant makes the following statement:

"The most important point which strikes me is a psychological one. I miss, from the American correspondents, that touch of reality which one has in dealings with foreign firms nearer home. The American seems to rely too much on his catalogues and circular letters.

New York Imports

February 16

S. S. De Grasse from Havre, France

Graham & Zenger, 4 casks chinaware
Hempstead, O. G., & Sons, 1 case chinaware
Globe Shipping Co., 2 cases chinaware
Jordan Marsh Co., 13 packages majolicas
Vandegrift, F. B., & Co., 2 cases chinaware, etc.
Lewis & Conger, 5 casks chinaware
Vandegrift, F. B., & Co., 1 case glassware
Lovering, 1 case earthenware
Downing, T. D., & Co., 7 cases glassware

February 17

S. S. Liberty Land from Genoa, Italy

Granata, G., & Co., 34 cases earthenware
Kinney & Levan, 7 cases earthenware, etc.

From Naples, Italy

Cleveland Trust Co., 10 cases earthenware
Neuwirth, H., & Co., 3 cases earthenware
Straus, H., & Sons, 2 cases earthenware
Atl. Fwdg. Co., 6 packages earthenware
Globe Shpg. Co., 2 cases earthenware, etc.

S. S. Sydland from Genoa, Italy

Manzi, V., 1 case earthenware
Graham & Zenger, 21 cases earthenware

From Leghorn, Italy

Khouri, A. N., 64 packages earthenware, etc.
Plummer, W. H., & Co., 6 cases earthenware
Granata, G., & Co., 3 casks earthenware

From Valencia, Spain

Karman, E., 27 casks crockery

S. S. Ausonia from Southampton, England

Kay & Ellinger, Inc., 1 case lampshades
Jacobs & Kassler, 1 case toys

S. S. Noordam from Rotterdam, Holland

Graham & Zenger, 43 cases glassware
Torlotting, E., Inc., 1 case earthenware
Schram & Biber, 3 cases toys
National City Bank, 14 cases crockery
Equitable Trust Co., 114 cases crockery
Grace Nat'l Bank, 114 cases crockery
Lazarus & Rosenfeld, 78 cases crockery
Roessler & Hasslacher Chem. Co., 9 cases crockery
Steiff, M., & Co., 24 cases toys
Amberg, L., & Son, 12 cases toys
Bosch, S., Imp. Co., 89 cases earthenware, 14 cases toys
Macy, R. H., & Co., 5 cases earthenware
Borgfeldt, G., & Co., 68 cases earthenware, etc.

S. S. Duilio from Genoa, Italy

Amer. Express Co., 6 cases majolicas

From Florence via Genoa

Gants, M. A., & Co., 13 cases earthenware, etc.
Bing, F., & Co., 3 cases glassware
Hudson Fwdg. & Shpg. Co., 6 cases earthenware

S. S. Waukegan from Havre, France

Loeser, F., & Co., 1 case china and glass

S. S. Suevier from Antwerp, Belgium

Olivette, A., 34 cases crockery, etc.

February 18

S. S. Caronia from Liverpool, England

Davies, Collamore & Co., 3 casks glassware
Lazarus & Rosenfeld, 6 crates earthenware
Leyland, P. N., Inc., 14 packages earthenware
Meakin & Ridgway, 83 packages earthenware and china
Thurnauer, G. M., & Co., 1 cases hollow ware
Tharaud, J., & Co., 3 crates earthenware
Fondeville, A. J., & Co., 6 crates earthenware
Boote, E., 25 packages earthenware and china
Davison, J., Inc., 11 packages earthenware and china
Vogt & Dose, 6 casks earthenware
Dickinson, E. B., Inc., 15 packages earthenware
Downing, T. D., & Co., 1 crate earthenware
Plummer, W. H., & Co., 4 packages glassware, etc.
Abraham & Straus, Inc., 2 packages earthenware
Tiffany & Co., 1 cask china
Pitcairn Corp., 66 packages earthenware, glassware and chin
Gerlach, F. C., 27 hogsheads earthenware

S. S. Ambridge from Rotterdam, Holland

Silverman, C., 2 cases toys
Borgfeldt, G., & Co., 6 cases toys
Lazarus & Rosenfeld, 116 crates crockery, 9 cases china & earthenware
Bloch, L. D., & Co., 133 cases earthenware, china and glass
Neuwirth, H., & Co., 53 cases glassware, 5 cases crockery

S. S. American Banker from London, England

Amer. Express Co., 8 cases toys, etc.
Bane, W., & Co., 6 cases earthenware

S. S. Regina from Liverpool, England

Straus, N., & Co., 1 crate earthenware
Bassett, G. F., & Co., 3 casks earthenware
Maddock & Miller, 64 packages earthenware

S. S. London Mariner from London, England

Pitt & Scott, 1 cases earthenware

S. S. Westphalia from Hamburg, Germany

Tice & Lynch, 3 packages crockery, etc.
Kupper, H. C., Inc., 1 case porcelain
Ross, G., & Co., 1 case earthenware
Frankel, M., & Co., 13 cases porcelain
Rice, I. W., & Co., 5 cases crockery, etc.
Thurnauer, G. M., & Co., 8 cases crockery, etc.
Kuy Scherer Corp., 6 cases hollow glass
Pace Madden & Co., 25 cases earthenware
Borgfeldt, G., & Co., 12 cases earthenware, etc.
Tyson, D. B., 3 cases earthenware, etc.
Barth, L., & Co., 26 cases crockery
Downing, T. D., & Co., 1 case crockery
Commonwealth National Bank, 10 cases crockery
Continental Ceramics Corp., 14 cases crockery
Goldman, H. A., 12 crates crockery
McFaddin, G. H., & Co., 8 cases lamp shades
Rowland & Marsellus, 8 cases earthenware
Powell, C. H., & Co., 5 cases earthenware, etc.
Koscherak Bros., 14 cases crockery
Macy, R. H., & Co., 20 cases earthenware, etc.
Strauss, N., & Sons, 41 cases hollow glass, earthenware, etc.
Straub, P. A., & Co., 11 cases earthenware, etc.
Sheldon, G. W., & Co., 6 packages majolicas

February 19

S. S. Berlin from Bremen, Germany

Hutter, C., 53 crates crockery
Butler Bros., 1 case crockery
Chatham & Phenix Nat'l. Bank, 21 cases earthenware
Bryant & Heffermann, 1 case crockery
Sullivan, W. C., & Co., 68 packages china
Transatl. Shpg. Co., 3 cases earthenware
Judson Frt. & Fwdg. Co., 25 cases earthenware
Redden, C. A., 2 cases crockery
Bloch, L. D., & Co., 5 cases earthenware, etc.
Heinrich & Winterling, Inc., 25 cases crockery
Field, B. H., & Co., 4 cases crockery
State Fwdg. & Shpg. Co., 11 cases crockery, etc.
Phoenix Shpg. Co., 15 cases crockery, etc.
Guthman, Salomons & Co., 6 cases crockery

S. S. Tomalva from Antwerp, Belgium

Borgfeldt, G., & Co., 16 casks earthenware
Borgfeldt, G., & Co., 10 cases earthenware

S. S. Winona County from Liverpool, England

Byrnes, W. J., & Co., 1 case earthenware

S. S. France from Havre, France

Stone, C. D., & Co., 1 case porcelain
Sloane, W. J., 1 case earthenware
Jordan Marsh Co., 1 cask majolicas

February 21

S. S. France from Havre, France (Feb. 16th Additional)

Bloch, L. D., 1 case glassware
Gommi & Co., 4 cases majolicas, etc.
Lerner Stores Corp., 2 casks glass and chinaware
Downing, R. F., & Co., 1 case chinaware
Macy, R. H., & Co., 4 casks china
Borgfeldt, G., & Co., 1 cask china
Samstag & Hilder Bros., 9 cases crockery, etc.
Davis, Collamore & Co., 1 case china & Bronze

(Continued on page 31)

Seasonable Merchandise





What makes a home homey in winter time?

Oriental Lamps and Shades, Artificial Flowers in Quaint Bowls, Embroidered Wall Panels and Cushion Covers, Smoking Sets, etc.

Catalogue on Request

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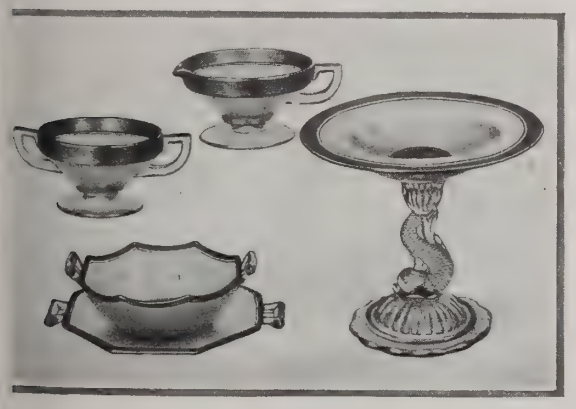
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Our line for 1927 will be replete with surprises. Don't miss it!

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The Quest of the Perfect Package

An Article That Will Interest China and Glassware Manufacturers

By Robert L. Barnes

Reprinted from the *Nation's Business*

IN A SINGLE year—1920—the railroads paid shippers $119,000,000 in claims for damage to goods in transit. Too much, said the railroads.

In five years the total of such claims was cut to $37,000,000. In that year—1925—the roads handled more than fifty-one million carloads of traffic, producing a revenue of upwards of four and a half billions of dollars.

Total loss and damage claims were but eight-tenths of one per cent of the total revenue. Now the goal is five-tenths of a per cent.

Railroads Not Always Culpable

To the layman, brought up in the school of "Damn the railroads," it may be news that not all of this loss is due to careless packing by shippers. The shipper, for gage smasher" of the vaudeville comedians, but much is due to carelesh packing by shippers. The shipper, for the good of his business, must realize this. He must realize, too, that the buyer wants the merchandise he ordered in good condition and at the time specified.

A perfect package should be the aim of every shipper; that is, the package of cheapest construction that will carry his goods satisfactorily. But many shippers are content with a container that merely complies with the railroad classifications which contain rules for 15,000 different commodities and therefore cannot, of necessity, specify the most economic container for shipment of any commodity.

It might be well to mention here the importance of studying the Freight Classification rules in building a freight container. Mr. Fitzgerald, general traffic manager of the General Electric Company, which has spent much time and money in improving its packing, said: "Next to losses, damages, and delays in transit, the payment of erroneous transportation charges is a thing to be scrupulously avoided as a source of law violations, financial loss and economic waste. There are numerous factors and elements that are conducive to the payment of charges that are higher or lower than those to which we are entitled." The most important cause is not knowing the various freight classification rules as they apply to a particular piece of merchandise. That is, for example, packing in a single container articles of different classes. Other factors causing miscalculation of charges are misdescription of goods or containers resulting in the application of higher or lower rates than those prescribed, application of class rates when lower commodity rates are available, improper mixing of articles for mixed carload lots, etc.

In preparing containers, shippers must consider three things: First, the nature of the goods; second, the distance they have to go; and third, the amount of handli they will receive and under what conditions.

One of the important agencies that has been worki on the problem is the Freight Container Bureau of t American Railway Association. In May, 1921, Board of Directors authorized the establishment of t Bureau, believing—and rightly, as experience has prov —that a close and detailed study of the adequacy containers would reduce loss and damage claims.

A corps of engineers was engaged to make studies cooperation with shippers, manufacturers and trade a sociation. To date twenty circulars have been issu containing tentative specifications for the containers a packing of different commodities. Their work on t Georgia peach crop alone has meant a saving of $14 000, approximately one-half the preceding year's total

While taking some photographs of the plant of a sto manufacturer, it was necessary to move a stove into t light. The manager of the plant said to the enginee of the Bureau, "Don't move the stove that way; it shou be trucked upside down."

"Do you expect the stevedores and handlers at st tions to know?" the engineers asked.

"Most certainly."

"Are all your stoves handled this way?" was the ne question.

"No, only this one," the manager answered to the catechism.

"Well, do you put any mark on the crating to the effe that it should be crated upside down."

"Of course not; the handlers ought to know that," w the petulant reply.

Furniture Must Not Be Marred

In improved packing the Forest Products Laborato Madison, Wisconsin, has contributed many helpful su gestions. This institution is supported largely by t Government, and its advice is to be had for the askir Its purpose is to develop methods for the economic conversion of standing timber into finished products.

Investigations apply to all types of wood and fib boxes; to barrels and to crates. For carrying on te the laboratory has devised a test drum 14 feet in diam ter that can accommodate packages up to 1,000 poun in weight. It is fitted with hazards so arranged th the container under test follows a regular cycle of dro which simulate those in transportation.

Such technical problems as metal strapping, which n only strengthens the container but is a mental haza as well as an obstacle to the pilferer, have been car fully studied. Over two hundred thousand packag

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street **New York**

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THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

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LAMPS

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HARUTA & CO.
· IMPORTERS OF ·
JAPANESE GOODS
141-147 FIFTH AVENUE
· NEW YORK ·

Special sales from stock for your Spring trade. New Import lines for 1927 are now ready for your inspection.

NEW ENGLAND REP.—C. W. Pingree, 99 Bedford St., Boston



An unusually pleasing floral spray design worked out in an effective color combination of blue, yellow henna and black with a black border line and handle embellishment completing the harmony of the treatment.

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H. L. Anderson
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Coffeyville, Kansas

The Crooksville China Co.
CROOKSVILLE, OHIO

In Quest of Perfect Package

(Continued from page 24)

were used in determining certain rules for the use of this form of container strengthening.

Wet or dry? Neither politics nor morals are concerned when the laboratory asks this question of a box, for there are as many dangers in one extreme as in the other.

Turning to the express business, which has problems peculiar to it as distinguished from the freight business, a study of a loss and damage chart shows that, as in the case of the freight business, the greatest number of claims as well as the most heavy charges were in 1920 and since then these figures have been steadily decreasing. From the high point in that year of 166,000 claims, the number has decreased to less than 40,000. In value claims have decreased from $2,000,000 to about $350,000.

One of the difficult problems is the increased length of eggs. Modern mass production methods, as applied to eggs, has not only increased the number but also the length of the egg. These longer eggs stick out further than their shorter brethren and take the weight of the layer of eggs above them in a case. Using the cup flat, this difficulty is eliminated, for the egg can be tipped slightly by running the hand across the top of a layer of eggs in a packing case and turning the longer ones slightly.

The slogan of these manufacturers is "Save the ends and the surface will take care of itself." The idea can be applied to a variety of articles, including glass tumblers, fragile chinaware, lamp chimneys, perfumes, cig and jellies.

Secretary Hoover saw the need for bringing toget the work of these various agencies to make it more n ably available to the shipper. So he organized the Pa ing Advisory Committee composed of shippers, carri representatives of business, and the public.

Joe Gish, as he looks at his financial statement a sees the figures for breakage sustained by his shipm of glass topped widgets, can say to his shipping m "Write down to the Department of Commerce and those pamphlets on packing methods and see if th isn't something in them for us," and the chances are t he will find something that will help him.

The ten published bulletins thoroughly cover the c tainer problem. They deal with strapping, crating, fi boxes, wirebound boxes, paper wrapped packages, w boxes, cooperage, baling, plywood boxes, and shipp room practices.

Forces to Improve Packages

What are the forces that are working for the perf package through the Packing Advisory Committ First, there is the American Railway Association rep sented by the Heads of the Freight Container Bure the Freight Claim Prevention Committee and of different freight classification territories; second, th is the post office; third, the express companies thro Mr. Butler of the Railway Express; fourth, the c

(Continued on page 31)



Beautiful new reception room of the Haviland China Co. in New York

WE ARE OFFERING
IN
HEINRICH & CO. DINNERWARE
AT
SPECIAL PRICES
A VARIETY OF
BORDER PATTERNS
ON OUR REGULAR WELL KNOWN SHAPES
REAL LEADERS FOR MERCHANTS WHO WANT
TO RUN A SPECIAL SALE.

WRITE FOR SAMPLES AND PRICES

HEINRICH & WINTERLING, INC.
Sole Agents for Heinrich Dinnerware & Winterling Fancy China
ENTIRE FIFTH FLOOR—49-51 WEST 23RD STREET, NEW YORK CITY



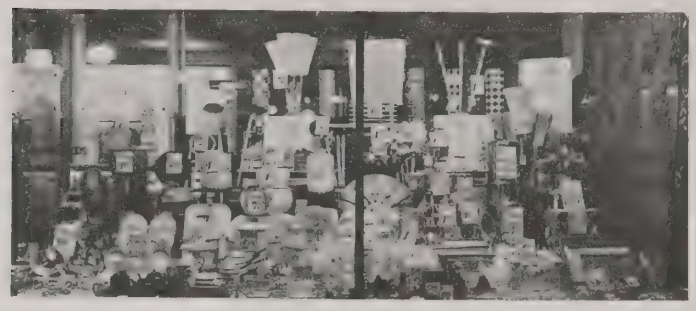
No. 16265
TORCHIERE LAMP
ROSE-PINK GREEN CRYSTAL
SATINED FINISH

The base and top are satin finished black glass, and the lamp is about 13″ high.

The ornamentation is a graceful female figure, in bas-relief, repeated on each of the four panels, and the mitered corners, which are plain, add dignity to this charmingly decorative and useful household article.

The lamp is fitted with a 6-foot cord and two-piece plug, and may be equipped with a line switch, at small additional cost, if desired. Packed in individual cartons.

UNITED STATES GLASS COMPANY
PITTSBURGH, PA.
Sales Offices and Display Rooms in 18 Key Cities



Window display of H. Plager & Sons, Hackensack, N. J.

H. Plager & Sons Store in Hackensack an Enterprising Establishment

The H. Plager & Sons' store with its fitting slogan—"Everything For Every Home" in Hackensack, N. J., is a good example of how a successful business may be carried on in a small metropolis by an enterprising store.

"We held a very successful January sale," declared M. J. Simon, china, glass and housefurnishing buyer. "There is nothing more interesting to the housewife of today than to see a good display of kitchen utensils, china and glassware and other attractive things for her daily needs. A good display will always tempt her.

"Our dinnerware line has been a fast moving item. We are handling complete lines of imported gold ware that has proved a good seller as has a 31-piece set and English blue willow ware.

"My advice to store keepers in the suburbs and the small metropolis is to stock up a good window display with attractive housefurnishings such as dinnersets, glassware, etc. Place some good plainly printed price tickets on the various items and watch the crowd come in.

Plan Correction of Trade Evils

Representatives of thirty-five trade associations meeting in Chicago recently under the auspices of the Trade Relations Committee of the United States Chamber of Commerce decided that many objectionable and costly trade practices need correction.

As an indication of what business could do in the way of self-regulation or self-government, it listed some of these practises as follows

Unjust returns of merchandise.

Failure to deliver at appointed time.

Misrepresentation of merchandise by salesmen.

Unreasonable cancellations.

Disregard of shipping instructions.

Salesmen promising things employers cannot fulfill.

Selling competitors when line is stated to be exclusive.

Salesmen urging retailers to overbuy.

Failure to confirm orders.

Delivering merchandise not according to samples or to specifications in an order.

Accepting orders that cannot be delivered.

Delivering more than was ordered.

Taking discounts not earned.

Delivering imperfect or soiled goods.

Unreasonable demand for concessions.

Delivering invoice ahead of goods.

New York Controllers Elect Freudentha

David Freudenthal, of Stern Bros., New York, been elected chairman of the Metropolitan Control Association. The election took place recently at the nual meeting of the organization.

Other officers elected were: E. A. Godley, A. I. Na department store, Brooklyn; vice chairman, and Victor Dowling, of the Edward Callan store, secretary and tre urer.

New Members of the Board of Governors consist Mr. Miles and H. L. Kleinhaus, of the Kleinhaus Co pany, Newark, N. J.

Jay-Thorpe, represented by Vernon A. Libby, and G bel Brothers, represented by A. N. Georger, have joi the association.

Prorating operating costs will come in for intens study by the controllers this year, and a committee has b named to lay out the course. P. I. Carthage, of the S. Goldberg Enterprises, Inc., was made chairman, and other members of the committee are William Straus, G bel Brothers, and W. Thomas of Abraham & Straus, I Brooklyn.

Chart of Federal Tax Rates on 1926 Incom

Table showing tax payable by married persons or he of families entitled to $3,500 personal exemption, no lowance being taken for dependents:

Net Income	Highest Rate of Tax Normal Tax %	Surtax %	Normal Tax	Surtax	Earned Income Credit	Tax on Earned Income	Tax Unea Inc
$3,500	none	none	none	none	none	none	no
4,000	1½	none	$ 7.50	none	$ 1.87	$ 5.63	$
5,000	1½	none	22.50	none	5.62	16.88	
6,000	1½	none	37.50	none	9.37	28.13	
7,000	1½	none	52.50	none	13.12	39.38	
7,500	1½	none	60.00	none	15.00	45.00	
8,000	3	none	75	none	18.75	56.25	
9,000	3	none	105	none	26.25	78.75	
10,000	3	none	135	none	33.75	101.25	1
11,000	3	1	165	$ 10	43.75	131.25	1
11,500	3	1	180	15	48.75	146.25	1
12,000	5	1	205	20	56.25	168.75	2
13,000	5	1	255	30	71.25	213.75	2
14,000	5	1	305	40	86.25	258.75	3
15,000	5	2	355	60	103.75	311.25	4
16,000	5	2	405	80	121.25	363.75	4
18,000	5	3	505	140	161.25	483.75	6
20,000	5	4	605	220	206.25	618.75	8
22,000	5	5	705	320	206.25	818.75	1,0
24,000	5	6	805	440	206.25	1,038.75	1,2
26,000	5	7	905	580	206.25	1,278.75	1,4
28,000	5	7	1,005	720	206.25	1,518.75	1,7
30,000	5	8	1,105	880	206.25	1,778.75	1,9
32,000	5	8	1,205	1,040	205.26	2,038.75	2,2
34,000	5	9	1,305	1,220	205.26	2,318.75	2,5
36,000	5	9	1,405	1,400	205.26	2,598.75	2,7
38,000	5	10	1,505	1,600	205.26	2,898.75	3,0
40,000	5	10	1,605	1,800	206.25	3,198.75	3,3
44,000	5	11	1,805	2,240	206.25	3,838.75	4,0
48,000	5	12	2,005	2,720	206.25	4,518.75	4,7
52,000	5	13	2,205	3,240	206.25	5,238.75	5,4
56,000	5	14	2,405	3,800	206.25	5,998.75	6,1
60,000	5	15	2,605	4,400	206.25	6,798.75	6,9
64,000	5	16	2,805	5,040	206.25	7,638.75	7,8
70,000	5	17	3,105	6,060	206.25	8,958.75	9,1
80,000	5	18	3,605	7,860	206.25	11,258.75	11,4
90,000	5	19	4,105	9,760	206.25	13,658.75	13,8
100,000	5	19	4,605	11,660	206.25	16,058.75	16,2
150,000	5	20	7,105	21,660	206.25	28,558.75	28,7
200,000	5	20	9,605	31,660	206.25	41,058.75	41,2
250,000	5	20	12,105	41,660	206.25	53,558.75	53,7
500,000	5	20	24,605	91,660	206.25	116,058.75	116,2
1,000,000	5	20	49,605	191,660	206.25	241,058.75	241,2

Barth Basketball Team Challenges

L. Barth & Co., Hotel and Restaurant equipment hou have organized a Junior Basketball Team weighing 1 130 pounds which offers to meet any teams of that wei in the trade. Challenges will be accepted to be pla after working hours. Kindly communicate with M ager Arthur A. Frischman, L. Barth & Co., 32 Coo Square, New York City.

DID YOU EVER STROLL UP FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

A Postcard Request Will Bring Our Rates

The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

DECORATING FOREMAN WANTED

DECORATING FOREMAN—on glass. Must be first class designer. Etching plates, etc. Give full particulars. Our present foreman understands about this ad. Apply Box 606, CROCKERY AND GLASS JOURNAL.

SALESMAN FOR SPECIALTY TRADE

SALESMAN—wanted to solicit the Electric Fixture and specialty trade in New York City. Apply Box 607, CROCKERY AND GLASS JOURNAL.

DINNERWARE SALESMAN WANTED

SALESMAN wanted to carry dinnerware as a side line in New York and Pennsylvania. Commission basis only. Apply Box 608, CROCKERY AND GLASS JOURNAL.

AGENT WANTED

AGENT WANTED to sell on commission in U. S. A. good quality English Bone China, 23 piece Tea Sets, etc. Chapmans Ltd., Albert Works, Longton, England. Address Box 610, CROCKERY AND GLASS JOURNAL.

SALESMAN SEEKS POSITION

SALESMAN, successful, experienced, is open to travel for good factory or jobbing line, glassware, pottery or china. Accustomed to Mid-west and South West territory. Address Box 611, care CROCKERY AND GLASS JOURNAL.

BUYER SEEKS POSITION

BUYER for imported china—Experienced. Five years' residence in Europe. American citizen open to purchase for house of good financial standing. First class connections with German and Czecho-Slovakian manufacturers. Address Box 612, care CROCKERY AND GLASS JOURNAL.

MANUFACTURER'S AGENT WANTED

WANTED—Manufacturer's Agent to represent well established domestic dinnerware pottery in the following territory: Texas, Oklahoma and Arkansas, preferably a man located in Dallas. Address Box 613, care CROCKERY AND GLASS JOURNAL.

WANTED DOMESTIC DINNERWARE REPRESENTATIVE

WANTED—Manufacturer's agent to represent well established domestic dinnerware pottery in the following territory: Boston and New England. Address Box 614, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

FEBRUARY 17, 1927

H. C. Andrews, house furnishings, W. R. Zollinger Co., Canton, Ohio, 455 7th Ave. (Hart-Flanagan Co.).

H. Goldenberg, vases for lamps, H. Goldenberg & Co., Cleveland, Ohio, 145 East 60th St. (Premier Lighting Co.).

Miss Hawley, art goods, John R. Coppin Co., Covington, Ky., 128 W. 31st St. (Weill & Hartmann).

L. T. Huston, toys, Woodward & Lothrop, Washington, D. C., 370 7th Ave. Room 1702.

L. L. Dorr, house furnishings, toys, F. A. Empsall & Co., Watertown, N. Y., Imperial.

FEBRUARY 18, 1927

Mr. Twichell, toys, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

Mr. Moreland, house furnishings, china, Mendel & Harris, Inc., New Haven, Conn., 115 W. 30th St. (B. F. Levis).

FEBRUARY 19, 1927

L. Goldsmith, china, house furnishings, Scranton D. G Scranton, Pa., 115 W. 30th St. (B. F. Levis).

FEBRUARY 21, 1927

Chas. Smith, toys, china, housewares, Brown-Thomson & Hartford, Conn., 240 Madison Ave. (Syndicate Trading Co.

K. K. Denniston, house furnishings, china, glassware, toys, Purcell Co., Lexington, Ky., 128 W. 31st St. (Weill & Hartm

FEBRUARY 23, 1927

J. O. Dozois, house furnishings, toys, Becker-Ryan Co., Ch Ill., 1150 Broadway (F. Lilienthal & Co.).

C. W. Spiess, house furnishings, toys, Fair Store, Cinc Ohio, 23 East 26th St. (W. T. Knott).

D. McCarty, toys, fancy goods, gift wares, Bon Marche lumbia, S. C., Collingwood.

Miss P. Haas, art goods, novelties, Elder & Johnston Co., ton, Ohio, 240 Madison Ave. (Syndicate Trading Co.).

G. C. Smith, novelties, house furnishings, toys, H. C. Baco Evansville, Ind., 11 E. 26th St. (McGreevey, Werring & Ho

M. A. Young, china, glassware, house furnishings, toys, & Dessauer, Fort Wayne, Ind., 128 W. 31st St. (Kirby, Bl Fischer).

F. Silbiger, lamps, china, The Meyers Co., Greensboro, 105 Madison Ave. (Mdse. Reporting Co.).

C. W. Schaibley, house furnishings. Chas. H. Eyerly, H. town, Md., 101 W. 37th St. (Jay & Co.).

C. Gruen, toys, china, house furnishings, Kaufman & Hammond, Ind., Pennsylvania.

H. E. Kline, toys, china, Watt & Shand, Lancaster, Pa., 4 Ave. (D. G. Union).

J. Liebman, house furnishings, toys, The Aluminum Sale Philadelphia, Pa., McAlpin.

G. E. August, toys, novelties, People's Outfitting Co., Roch N. Y., Pennsylvania.

F. H. Butterfoss, house furnishings, china, toys, Clela Simpson Co., Scranton, Pa., 105 Madison Ave. (Mdse. Rep Co.).

A. H. Hilker, house furnishings, toys, Gilmer's, Inc., Wi Salem, N. C., 11 E. 26th St. (McGreevey, Werring & Ho

C. Stanley, house and art wares, lamps, toys, Strouss-H berg Co., Youngstown, O., 1150 Broadway (F. Lilienthal &

Associated Eastern Exhibit Tour a Succ

THE Traveling Gift Show, which has been th of for the past two years, by the officers o Eastern Manufacturers and Importers Ex has been realized in the gift field as a wonderful su the same having been held at the Book-Cadillac H Detroit, Michigan, and at the Statler Hotel, Cleve Ohio, the last two weeks.

A large percentage of the Members of the Ea Manufacturers and Importers are on this traveling c which still includes Buffalo, New York, Hotel St March 21st to 26th, Pittsburgh, Pa., Hotel William H March 28th to April 2nd, St. Louis, Mo., Hotel St April 11th to April 16th, Kansas City, Mo., Hotel more; April 18th to 23rd, Minneapolis, Minn., Radisson, April 25th to 30th, Philadelphia, Pa., Benjamin Franklin, May 16th to 21st.

Among the Exhibitors are G. H. Barrel & Co., I nand Bing & Co.'s Successors, Inc., Bradley Studios bee Pottery Co., California Faience Co., Carlton Clewell Studio, Craftman Studio, F. Ehrenreich & Electrolite Products Co., Fourman Bros. & Co., Fl Pottery Co., Greenwich Box Shop, Haeger Potteries Charles Hall Inc., Murray M. Harvey, Wm. F. H Co., Hayes-Turchin Co., Inc., Hubley Mfg. Co., J & Co., Kanne & Bessant Inc., Kay & Ellinger Inc. Lane Co., Emil S. Larsen & Co., Inc., Jos. J. Lein & Sons, Rudolf Lesch, W. E. Lindemann & Co., G F. Little, Lukas Decors, Mountain Community Inc.

(Continued on next page)

Income Tax

(Continued from page 18)

t bond was held, and not on the coupon. In an unofficial er sent by the Deputy Commissioner to one taxpayer, it was held that the credit may be taken on the full amount o interest collected, even though the bond was not held f the entire interest period. Whether this holding will b officially adopted is not known at this tme.

INSURANCE PROCEEDS

). During the year "A" received cash for two life in- surance policies on his own life, and surrendered the pol- ids. On one of them he received $700 *more* than he had pd in; on the other, $900 *less* than he had paid in. Should he include in his income the $700 gain, or may he c sider the combined transactions a non-reportable loss?

S. D.

A. The $700 gain must be reported. You cannot offset t $900 loss. Insurance is a personal matter, and losses o personal transactions are not deductible. On the other h d, all profits, whether on personal transactions or not, a taxable.

New York Imports

(Continued from page 22)

raemer, F. L., & Co., 3 cases china and glassware
ane, W. L., & Co., 1 case pottery

S. S. Missouri from Antwerp, Belgium

vington Bros., 16 cases glassware, 2 cases earthenware
osenthal China Co., 53 cases crockery
arth, L., & Co., 7 packages crockery
ommers, E. L., & Co., 2 cases toys and crockery
traub, P. A., & Co., 41 cases earthenware, 15 casks earthenware
ondeville, A. J., & Co., 26 casks earthenware
itchell, Bissell & Co., 4 cases crockery
anama Pacific Lines, 12 barrels crockery
ontinental Ceramic Co., 34 cases crockery
mer. Shpg. Co., 30 packages earthenware, etc.
amstag & Hilder Bros., 4 packages earthenware

S. S. Bergensfjord from Oslo, Norway

dmiston, H. E., 4 cases glassware

S. S. Corson from Leghorn, Italy

riendlaender, O. O., & Co., 23 casks earthenware, 11 cases earthenware, 7 cases marble works
leveland Trust Co., 13 casks earthenware, 1 case earthenware

S. S. Independence Hall from Havre, France

euwirth, H., & Co., 5 cases glassware

S. S. Republic from Bremen, Germany

outhman Salomons & Co., 4 cases crockery
ate Fwdg. & Shpg. Co., 3 cases crockery
eldon G. W., & Co., 23 cases earthenware
nith, J. D., & Co., 3 cases earthenware
orgfeldt, G., & Co., 9 cases crockery
einrich & Winterling, Inc., 1 case crockery

S. S. Tomalva from Antwerp, Belgium

orgfeldt, G., & Co., 10 cases earthenware

Perfect Package

(Continued from page 26)

ta er manufacturer's associations; fifth, the testing la- boratories; sixth, the Chamber of Commerce of the United States; seventh, the Department of Commerce, which ad as a centralizing agency.

Alexander the Great never worried about breakage be- cause his slaves absorbed the shocks of the trip from the Indus to Macedonia, carrying on their backs the spoils of his victories. But Joe Gish may well pause as he thinks of his glass-topped widgets undergoing many handlings, bumped about in freight cars which, even at 3 miles an hour, hit another car with a force of a million pounds, and subjected to train vibrations which play havoc with so many shipments. All these things and more must be thought of in making the "perfect package."

Associated Eastern Exhibit

(Continued from preceding page)

Murphy Studio, Markel Co. Inc., Earl W. Newton & Associates, F. Pavel & Co., Peter Perazzo, Pitt Petri, S. Craig Preston, Elsie Prince Studio, Nara Trading Co., Pullman Metal Specialties, Pyraglass Products, George G. Quincy & Co., A. L. Reed Co., Inc., Rehberger & Saul Inc., Rustic Well Foundry, Mary Ryan, Tony Sarg, Saul Manufacturing Co., Selden Glass, Howard G. Selden, I. Shainin & Co., Simondetti & Co., Lawrence B. Smith Co., Spicer Studio, Wm. A. Spinks & Co., Talavera Importing Co., E. R. Thieler, Wm. H. Tombs Studios, Treitner & Froelich, Vineland Flint Glass Works, J. Baxter Webb, M. Wille, Roger Williams Studio, and Wiltshaw & Robinson, Ltd.

"Bringing the Eastern Market to Your Door" is the slogan which the traveling group has broadcasted throughout the land and which has been responded to by the many buyers who found that the opportunity had come which could be taken advantage of, where hundreds of lines of gift merchandise could be seen in their own home town, by the leading houses of the country.

The comments of the many buyers were to the effect that a high class exhibit of this kind should receive the earnest support of the buyers for many reasons, one being the saving of time and expense of visiting the Eastern Market, and another, that were they to try to see all of the lines shown at these exhibits, it would take a week or more and many would be overlooked on account of insufficient time, which would be to the disadvantage of the buyer.

OBITUARY

Mrs. Emma Harbison Sebring

Mrs. Emma Harbison Sebring, wife of Frank A. Sebring and mother of Charles L. Sebring, President of the Sebring Pottery Co., Sebring, O., died at her winter home at Sebring, Fla., Sunday, Feb. 20, of apoplexy. The body was brought to Sebring, O., where funeral services were held last Thursday afternoon. Dr. W. H. McMaster, president of Mt. Union College, Alliance, O., officiated, assisted by the Rev. George Gibson of the Sebring Methodist Episcopal church. Mrs. Sebring was born at Pittsburgh, Pa., in 1864 and was married in 1884. She is survived by her husband; two sons, Charles L. of Sebring, and Frank H. Sebring, the latter in charge of the Salem China Co., Salem, O.; three daughters, Miss Ruth Sebring, Mrs. Kendall Keeley and Mrs. Delos Walker of New York City.

New York Directory

IMPORTERS

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, Rockingham and Ivory Teapots, "Hook-Lid" Teapots.

A J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Krautheim"—Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Irving N. Looker, 366 Fifth Avenue, representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861

DOMESTIC POTTERY

F. W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY

120 Fifth Avenue

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Vol. 104, No. 9

MAR. 3, 1927

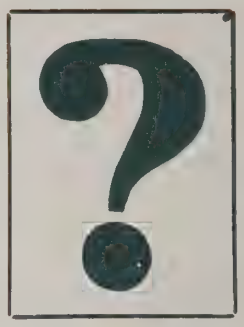
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Myott Son & Co.

Earthenware Dinnerware

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Sheer pride in its beauty of shape and pattern makes them glad to buy it and use it. We want all buyers to see this pattern. We think all who see it will want it in their stocks.



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EDWIN M. KNOWLES CHINA CO.

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THE best traditions of Wedgwood are exemplified in the charming service illustrated—the *Saxon Pattern* on Queensware. This is the revival of a very old pattern, developed in harmonious pastel colorings; the decoration is under the glaze, and hence permanent. The graceful shapes of the pieces, and the cream-colored ground of the ware, add much to the beauty of this design. The *Saxon Pattern* will be found in open stock in the stores. In purchasing always look for the Wedgwood trademark.

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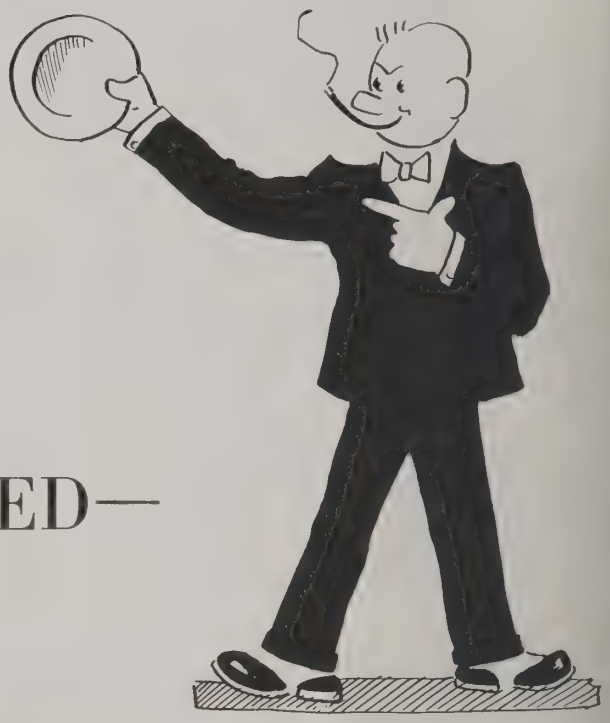
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THE world-wide popularity of china by Theodore Haviland is due not only to its leadership in quality but also to its wealth of charming designs. This creates an unusual opportunity to have something individual.

To enhance this opportunity comes the new "Cluny" pattern, cast on the beautiful colonial Pilgrim shape. The decoration is of old-fashioned garden sprays; passion flowers, morning-glories, camomile and others in delicate natural colors. The soft ivory band and the floral border in deep blue and gold are further touches of richness.

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White China Mark

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Théodore Haviland
Limoges
FRANCE

Decorated China Mark

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THEODORE HAVILAND & CO.

INCORPORATED

26 WEST 23RD STREET, NEW YORK

Canadian Office: Theodore Haviland & Co., Toronto

Copy of our advertisement which appeared in November issue, House and Garden.

ESTABLISHED IN 1874

PHONE STUYVESANT 6052

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The Representative Paper of the Industry
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CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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AS THE EDITOR SEES IT

The Shoe Is Put On

Most humans with the possible exception of politicians, soap box orators and oil stock salesmen, have a natural dislike for long-drilled oratory. In fact it might safely be said that the average business man does not like speech making of any sort. To him action speaks louder than words.

There is, however, such a thing as the respectful attention of an organization that is entitled to the president of such a body as well as to the man who introduces him and these it must be said to the discredit of the association were sorrowfully missing at the recent banquet of the Pottery, Glass and Brass Salesmen's Association at the Hotel Astor, last month. To begin with the attempts of Edward W. Hammond a highly respected member of the trade and Chairman of the Committee in charge of the banquet, to introduce Mr. Julius Rosenfeld, were greeted with a barrage of celery accompanied by yells and catcalls. Mr. Hammond did his best for several minutes to obtain quiet and order but the howling which would have shamed a schoolboy's meet, continued and finally he struggled through a short introduction which not even those in the front row could hear.

From the fact that President Rosenfeld was the next person on to appear on the platform it must be surmised that he was introduced by the Banquet Chairman. Those who know Mr. Rosenfeld know that he is the type that dislikes the limelight. What must his feelings have been then as he stood patiently on the platform while the crowd—fellow members of the Pottery, Glass and Brass Salesmen's Association hooted and howled and refused to listen to his remarks? After several minutes—most embarrassing minutes, Mr. Rosenfeld was forced to leave the platform without uttering a word.

In justice to a good many present it should be said that the hooting and disgraceful yelling was not from the entire attendance but from a minority.

If such actions are to prevail at the annual banquet of the Association it will not be long before that body will be unable to get anyone in the trade to as much as accept the nomination for the presidency of a body which is deserving of much better treatment to its officers.

The Top Sergeant of Industry

Changing conditions in industry—especially the restriction of immigration which has made more imperative than ever the training of American labor—has made of the American foreman a "key man" or top sergeant rather than a "gang boss," according to the Department of Manufacture of the Chamber of Commerce of the United States. Its study reveals the fact that industry is taking cognizance of this fact by organizing foreman's clubs and providing facilities for self-instruction by foremen.

As analyzed by the Department of Manufacture some of the foreman's duties and opportunities are:

1. He is responsible for maintaining production and quality.

2. He must strive for teamwork and cooperation with those below and above him.

3. He has tremendous opportunity to advance himself and his men if he has the right knowledge.

4. He must know modern methods in production and keep pace with the progress of the times.

5. He must have an appreciation of the broader policies and problems of his company.

6. He must know how to manage and inspire confidence.

7. He must take advantage of short cut methods for greater efficiency.

Early Spring Will Help Trade

TRADE and industry are moving rather deliberately, and are apparently spotted, but favored by what looks like an early spring, promise shortly to take such form as will allow of judgment as to near future volume, says the February 26th issue of *Bradstreet's*. Wholesale trade is concededly of a hand-to-mouth character, and spring trade has not yet opened, although deliveries of spring goods to distributors have been generally completed. Retailers are still, where opportunity offers, starring "sales," but spring displays are beginning, especially at the south and in parts of the central west. From several areas in the latter region the report comes that the frost is out of the ground, but bad roads are still noted in the west generally, where the season is ahead of the eastern part of the country. A notable feature lacking in recent previous years is the general report that soil moisture is better than for a long time. Indeed, if anything, there is, as in parts of the Pacific coast and in the southwest, rather too much rain for best trade and farming conditions.

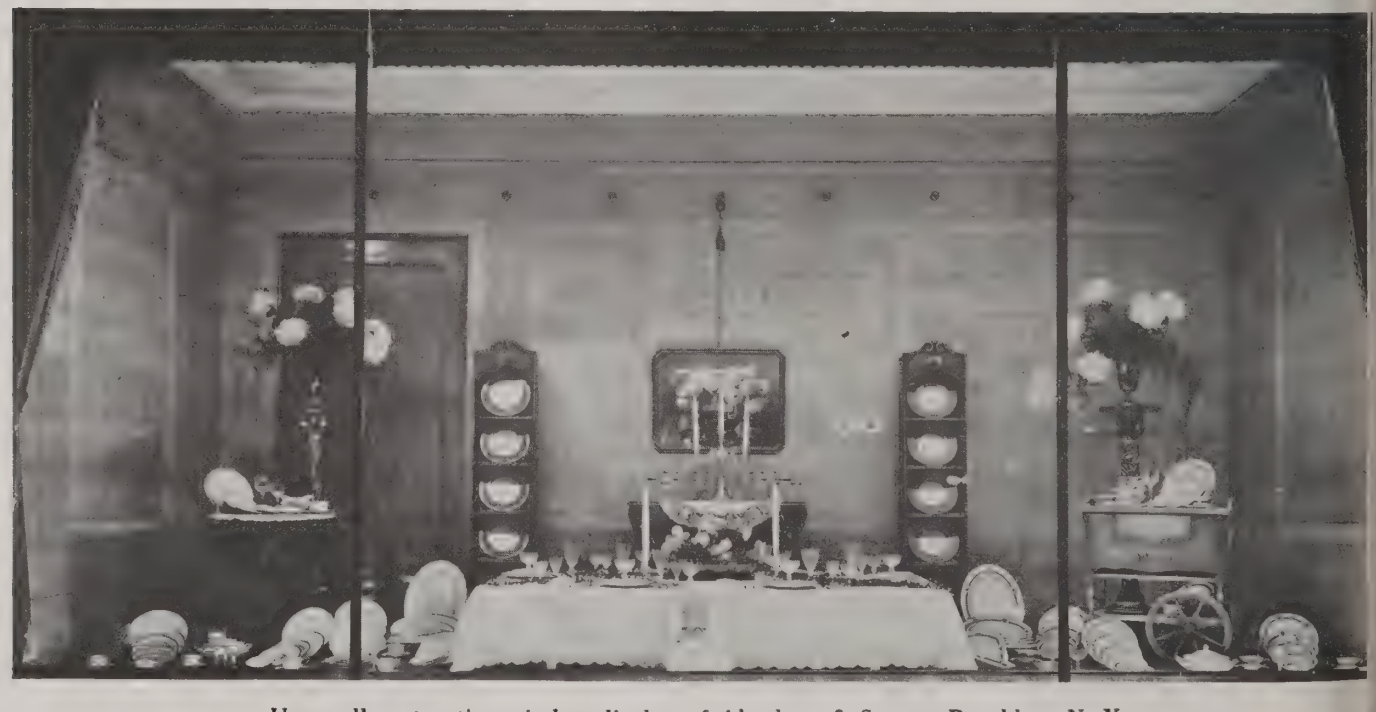
The country's leading industries present a rather ir regular appearance. The stirrings of agricultural life are visible in the central south and southwest; the soft coal industry, after four months of record production, is still actively preparing for the predicted April 1 strike; crude oil production, stimulated by big new wells in the southwest, is breaking all records, and the cotton manufacturing industry has reached close to peak activity earlier than usual. The steel industry is not far below last year's volume, with auto steel, oil-well supplies and structural material showing most activity, but it still reports easing of prices, while automobile manufacturing and the lumber industry are below a year ago, as is building outside of large construction. More strength has appeared in the non-ferrous metals, copper and zinc being higher on talk of curtailment of mining, while tin is more active. W is a shade quieter following the opening of next fa fancy woolen goods at a fair reduction from prices a y ago. Jewelry trade reports are contradictory, but F ruary has been a large month at some centers, and fur ture manufacturing is fairly active. The leather trade rather quiet at present. Reports of dry-goods buying l ging at many centers are partly counter-balanced by a vices that manufacturers of wearing apparel are acti Millinery shows more activity, as is natural at this seas Tire manufacturing is said to be very active, and rubb prices are higher.

The weekly census of New York City trade shows tra fully fair, with forty-eight lines reporting.

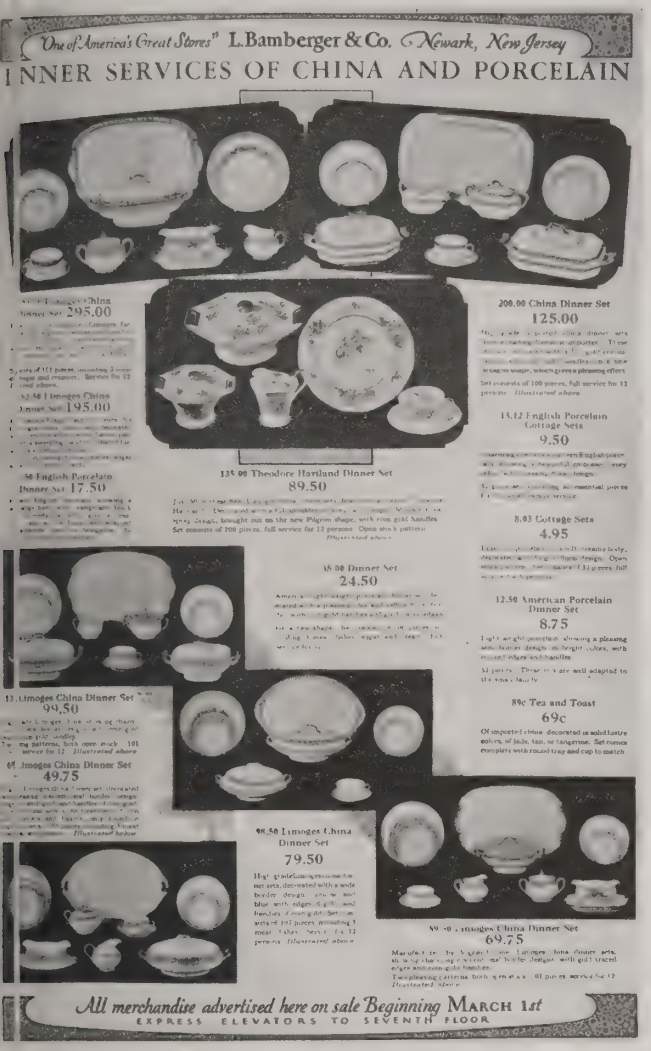
Car loadings sagged a little recently, but still exceed year ago in merchandise, less-than-carload shipments, m cellaneous goods and, last but not least, coal, which s fully accounts for the entire increase in car loadings o a year ago to latest date.

Discussion at western conferences of hand-to-mou buying seems to be crystalizing in the opinion that it likely to continue. Rapid style changes in all commoditi fears of price declines, education of retailers to necess of rapid turnover and rapidity of transportation are features tending to bring about this buying in smal quantities, although this necessitates the carrying of re tively heavier stocks on the part of wholesalers, who turn tend to shift the burden of financing to manufact ers. It apparently tends to increased distribution co but lessens speculation. The carrying of smaller sto is also regarded as tending to reduce business failu during times of price depression.

Employment at Detroit totals 222,376, 3,038 more th last week, but 48,014 less than last year.



Unusually attractive window display of Abraham & Straus, Brooklyn, N. Y.



One of the pages from Bamberger's March Folder

amberger Issues Attractive China Folder

Bamberger & Co., "One of America's Great Stores," ed at Newark, N. J. Most of us have heard that nouncement over station W. O. R.

announcing its annual March Sale of china, glass-, housefurnishings and lamps the Bamberger store ssued a most attractive eight-page folder in magazine fully illustrated 11 x 16. Herein is contained two s crammed full of illustrations of dinner services of hin and porcelain as well as tea service. These include inge, and Theodore Haviland at prices as high as 2 to American porcelain sets for $8.75. Glassware both rtical and decorative is displayed in a page featuring ol encrusted stemware, colored stemware, refreshment et salad plates, etc. Then there is a page devoted equip- for the up-to-date kitchen, another devoted to house- ishings of miscelloneous utility and another to fix- s of merit for the laundry. The back cover contains autiful display of lamps.

of C. Oiling Nation's Business Machinery

though the business machinery for carrying goods producer to consumer may become more complicated, efforts towards establishing better trade relations be- n manufacturers, wholesalers, and retailers will result in smoothing out the flow of the nation's merchandise, Alvin E. Dodd, manager of the Domestic Distribution Department of the United States Chamber of Commerce, predicted in a recent address before the Wholesale Stationers Association of the U. S. A.

Describing the changes which the coming generation might expect, Mr. Dodd said he foresaw the formation of joint trade relations committees in each trade as one of the greatest factors in tightening the links in the distribution chain.

Mr. Dodd outlined the procedure for formation of these committees in the various trades, "composed of approximately three wholesalers, three manufacturers and three retailers," which will take the lead in ironing out misunderstandings that arise between distributors.

Declaring that distance is one of the chief causes of these misunderstandings, he said:

"One of the least comprehended elements in distribution is distance—the distance from the manufacturer to the consumer—and I am inclined to believe it is the most important element.

"These distances increase immeasurably the difficulties of the transactions which must take place in the distribution of merchandise. Perfectly honest misunderstandings arise which never would intrude into transactions if they were conducted face to face."

Outlining the program for better trade relations throughout American industry, Mr. Dodd emphasized the need for representation of each branch of a trade in its joint trade relations committee. He praised the work of the trade associations but pointed out that "no one class of distributors can eliminate the wasteful and uneconomic practices which arise in relations between different classes of distributors. Joint action is necessary.

"The question asked most often in respect to trade relations, is why the existing trade associations are not able to correct whatever difficulties are experienced in an industry. The reason is a very simple one. Almost all trade associations have consisted entirely of one class—all wholesalers, all manufacturers or all retailers.

"But the transactions out of which grow misunderstandings are conducted between members of different classes instead of between the members of one trade association."

Results Attainable Through Persistent "Following Up"

A very interesting sidelight on the methods employed by the consul of a certain industrial nation (our competitor in many lines) to push the goods of his nationals in the United States came out recently in the course of conversation with members of a prominent New York firm of toy importers, says an article in a recent issue of *Commerce Reports.*

The head of this firm, which does a large business with the country of the consul to whom reference has been made, stated that he receives from this official, at frequent intervals, samples of toys, as well as all sorts of descriptive information regarding prices, shipping practices, etc.,

(Continued on page 37)

CAUGHT IN THE NEWS NET

MANY friends in the New York trade of John J. Miller, head of Maddock and Miller, Inc., were most agreeably surprised to see him back at his desk on Tuesday of this week, when he appeared at his office for the first time since before Christmas when he was taken ill. His illness necessitated a serious operation the early part of January from which he has evidently made a complete and record breaking recovery, judging from his appearance of perfect health. He has just returned from Atlantic City where he finished the process of recuperation from his ordeal. He expects to be in regular attendance at his office soon.

Julius Rosenfeld, of Lazarus & Rosenfeld, Inc., and President of the Pottery, Brass and Glass Salesmen's Association, sailed Saturday aboard the *Aquitania* for a business trip to Europe in the interest of his firm. Mr. Rosenfeld is accompanied by his son Allan, who will remain in Europe for some time familiarizing himself with the European end of the business.

Leon Neubrick, glassware buyer for Crowley, Milner Co., Detroit, was another passenger aboard the *Aquitania* of prominence in the trade.

Mr. Toppan with Shreve, Crump & Low, Boston, was a visitor to New York this week.

"Gene" Fondeville, head of A. J. Fondeville & Co., 24 W. 23rd St., is back at his desk after two weeks jury duty in Newark, N. J.

L. S. Hinman, manager of the New York office of Theodore Haviland & Co., arrived aboard the Paris Tuesday after several weeks in Europe. Mr. Hinman reports that the factories manufacturing for France are in very good shape but states that those manufacturing for the American trade are doing well.

"Alec" Shaw, of A. J. Fondeville & Co.'s sales staff, leaves Sunday on a selling trip that will take him to Baltimore, Washington and points south.

"Gus" Algrin, who recently assumed his duties of china and glassware buyer for Meyer Bros., Paterson, N. J., was seen in the local market this week.

Mrs. C. C. Opie, who conducts the Haze Mart in Tacoma, Wash., is in New York on a buying trip.

Miss A. L. Bleazby, who conducts gift shops at D troit, and Petoskey, Mich., is in New York on a buy trip and while here is stopping at the Hotel Roosev Mr. Perleman, china and glassware buyer for J. L. Br deis & Sons, Omaha, Neb., is in New York on a buy trip for his firm.

Mr. Earlenger, of the Earlenger Drygoods Co., Cant O., is in New York in the interests of his firm.

Edward W. Hammond, well-known manufacture agent, is back from Palm Beach with more laurels won his Atlantic Coast champion, Miss Westchester 2nd. T speedy craft captured a first and a second in the races c ducted by the Palm Beach Yacht Club on Lake Wo

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Having spent the month of February at the Hotel M Alpin with F. L. Morcroft displaying the new lines the Ideal Cut Glass Co., C. G. Howe, who represents t factory on the road, departed on Wednesday for a t that will keep him away for about a month.

"Bert" Donaldson, of the Edw. B. Dickinson, Inc., Sa Staff, departed last Sunday on his Spring trip for firm. His schedule calls for his going as far as Den and according to his plans he will be on the road u May 15.

Geo. H. Service, of Josiah Wedgwood & Sons, Inc., parted the latter part of last week on a road trip in interest of his firm which will take him as far west Kansas City. He will be away until the first part of M E. Overton Jones, also of the firm's Sales Staff, was other to leave last week to cover the South and Te while Dayton C. Beverly left to take the Wedgwood l through New England and as far west as Illinois.

Geo. R. Nixon, traveling representative for the Mer Pottery Co., Trenton, N. J., is scheduled to depart n Sunday on his annual Spring trip. He will be on the r for about three weeks and his itinerary calls for his go as far West as Detroit.

E. J. Johnson of Johnson Bros., England, who companied by Mrs. Johnson and their daughter, been spending a month in this country, sailed for h last Friday night aboard the *Aquitania*.

Charles H. West, head of the Westmoreland Glass Grapeville, Pa., left last Thursday night for Bos- after spending several days in New York in con- ce with the concern's local agents, the Horace C. Co.

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e Theo. Haviland & Co.'s salesmen are now all heir respective ways but W. E. Knowles. Herman es left on Tuesday for the West, Frank Henjes s Sunday for the South and Fernand Desmaison, ewest addition to the concern's sales force, leaves nday for New England, after which he will make sylvania, New York and Ohio.

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e Wm. S. Pitcairn travelers departed for their ective territories this week. William W. Jones makes parts of the East and South not covered dward C. Ledger and Chas. H. Hennings, made isburg, Pa., as his first stop on Monday, J. Edgar zer opened in Cincinnati on Tuesday for a tour iddle Western territory, while Chas H. Hennings cts to leave Sunday for the South as does also ard C. Ledger, who will open up his samples in adelphia on Monday. Gilbert L. Pitcairn is also ng preparations for an early departure for the lle West.

Geo. E. Nicholson to Move

nouncement has been made this week to the ef- that George E. Nicholson, who represents the ns group of glassware factories, as well as the e Mfg. Co., Wellsburg, W. Va. and the Beaumont Morgantown, W. Va., in the New York market, move his office and salesroom from the present ess, 125 Fifth Ave., where he has been located since he and his late partner George F. Malone the downtown district five years ago, to the herak Building next door at 129 Fifth Ave. In ew quarters Mr. Nicholson wil practically double present floor space and according to his plans l 1st is the date set to move in.

Young Joins Shepard

lward W. Young has resigned as advertising manager onrad's specialty store, Boston, to become publicity tor of the Shepard stores. Mr. Young had been with onrad store for the last year.

ior to coming to this city he was associated with the er Company, Cleveland, for three years as adver- manager, and later was with Bonwit, Teller & in an advertising capacity and promotion manager of ess Magazine.

Lit Brothers 1926 Net Is $2,110,000

t Brothers', Philadelphia, profit for the year 1926 nted to a little more than $2,110,000. The figure is after provision for taxes. As there are 1,000,000 shares of stock, at a par value of $10, this means earnings of $2.11 a share, or 21.1 per cent on the par.

The 1926 earnings were 10 cents per share less than those of 1925.

Slightly more than $1,000,000 was added to surplus, which at the close of 1926 stood at more than $8,792,000.

Ohio Pottery Bill Recommended for Passage

(Special Dispatch from Staff Correspondent.)

Columbus, Ohio, March 3rd.—The Resolution Committee of the House of Representatives has unanimously voted to recommend for passage at the current session the Emmons Bill which provides that purchasing agents of all Ohio State institutions be instructed to purchase located the East Liverpool pottery district. It seems that the ultimate passage of the bill is assured, also the only pottery ware made in Ohio. Emmons is a member of the lower house from Columbiana County, in which is signature of Governor Donahey.

W. T. Grant Chain Will Reorganize

The W. T. Grant Co., operating a chain of more than 100 25c, 50c and $1 department stores, has announced a plan for the reorganization of the company which provides for the redemption on April 1 of the 8 per cent preferred stock of the company at $110 per share. A new company called the W. T. Grant Co., has been organized in Delaware, with a capitalization of 550,000 no-par-value shares, which will acquire all, or the greater part, of the stock of the W. T. Grant Company of Massachusetts.

It is proposed that 450,000 shares of stock in the new company will be issued to acquire all of the common stock of the Massachusetts company, all of which is held by those active in the management of the company.

The holders of the preferred stock of record February 15, 1927, have been offered the opportunity to exchange their preferred stock for the common stock in the new company on the basis of two and one-half shares of new common stock for each share of preferred stock. Such common shares as have been set aside to retire the preferred stock and are not exchanged by the preferred stockholders may later be offered to the public.

This offer to the preferred stockholders is the first opportunity for persons outside the management of the company to purchase common stock of the company.

It is anticipated that a dividend rate of $1 per share per annum will be inaugurated on the new shares beginning July 1, 1927.

The officers of the new company will be W. T. Grant, chairman of the board; C. E. Freeman, president; F. A. Powdrell, vice persident and treasurer; B. A. Rowe, vice president and secretary; E. L. Dow, vice president, and L. H. Crawford, vice president. The Board of Directors includes these officers and, in addition, J. E. Bliss, H. S. Davis, S. A. Kaufman and Max Radt.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



New Pittsburgh Hotel Interests Trade

ANNOUNCEMENT was made this week that the new Roosevelt hotel, now being erected at Sixth and Penn Avenue, Pittsburgh, will be opened October 1 next. This hotel is being built on the site of the old Colonial-Annex Hotel, which for many years was used by import salesmen, and the latter are expected to make use of the Roosevelt when it is ready for business.

It is recalled that for over a quarter of a century the lines of the old Bawo & Dotter firm were displayed twice annually in the Hotel Anderson, directly across Penn Avenue from the New Roosevelt Hotel, but this latter hotel has been razed and upon its site a new theatre is being erected. For years both import and domestic lines were displayed in these two hotels, and the Pittsburgh showings of import houses were always arranged in either the Colonial or Anderson hotels, with the majority showing at the Colonial.

Neither of these houses were used by glass and pottery salesmen extensively during the January market season, although cut glass and dinnerware and art pottery salesmen made use of the Anderson in its heyday. The Roosevelt will be under the management of Fred Klooz, who was formerly in charge of the Colonial.

Preparing to Operate Lippincott Plant

S. D. Goodwin and C. W. Davis of Chicago, representing interests now arranging to take over and operate the plant of the Lippincott Glass Co., Alexandria, Ind., have been spending considerable time at the factory during the last few weeks completing arrangements for the taking over of this factory. Additional machinery is to be installed in the Lippincott plant by the new operators, it is said, and also that a more varied line will be produced when the plant is placed in operation within the next month or six weeks.

Frasier and Smith Representing Federal

Frasier and Smith, with sample rooms in the Westinghouse building, have been appointed Pittsburgh resident agents of the Federal Glass Co., Columbus, O. The general line of this factory is now shown by this office, also the full line of the McDonald Glass Co., McDonald, Pa. Both Mr. Frasier and Mr. Smith were associated with the United States Glass Co., for many years, and retired from that connection to go into business for themselves.

New Southern Glass Co. Formed

Another glass concern is to begin operations in southern territory, according to advices received in district this week, the Ohatchie Glass Mfg. Co. be formed at Montgomery, Ala. The company has arran to begin the construction of a new factory, with C. Bricken in charge. A general line will be featured this new interest, also a line of containers.

Hazel-Atlas Sued for $864,889.86

An action to recover $864,889.86 has been filed in United States District court here by the W. L. Nu Inc., Petersburg, Va., against the Hazel-Atlas Glass Washington, Pa. The petition relates as filed by the pla tiff that it had entered into a contract with the defend interest May 23, 1917, to furnish the glass company v ten million feet of lumber per year for a period of years. It is also related by the plaintiff that the dendant has failed to pay such prices for lumber furnis as would give the plaintiff a net profit of twenty per plus $1 per thousand feet to cover depreciation as specified in the original agreement.

Sears, Roebuck Co. May Open Another Branch

Chicago representatives of local glass interests have vised home offices of the report there that the Sears, buck Co. is considering the advisability of opening ano branch unit, in the St. Paul, Minn., district. It is related that the company is withholding official annou ment of its plans until after the proposition to ope new unit at Memphis, Tenn., has been finally disp of. The Montgomery Ward Co. now have a branch h at St. Paul.

Kaufmann Says Distributors Need Not Wo

In an address delivered by Edgar J. Kaufmann of Kaufmann Department Stores, Inc., before a group Pittsburgh retailers, he suggested that he could obse nothing at this time that should cause distributors to w about during the first six months of the current y He was of the opinion, however, that the last two quar of the year could not be accurately predicted. He suggested to his hearers that in the next few years retail merchants would have to work harder, but that did not mean by putting in extra hours, but in the m efficient management of their business.

Hocking Glass to Open Decorating Plant

The new decorating plant of the Hocking Glass Co., at Carl Winchester, ten miles south of Columbus, O., will be placed in operation within the next few weeks, it is said by I. J. Collins, head of the Hocking interests, and who by the way is in active charge of one of the largest glass interests in the United States. The new shop was the scene of a community social event last week, when the company gave souvenirs to all visitors. In addition to his interests in Ohio, Mr. Collins is also actively interested in the glass business in the West Virginia district. His rise in the industry has been rapid.

February Proved Good Glass Month

Although February is the shortest month in the year, a number of flint glass concerns have announced that shipments were equal to the January records, and in a few instances heavier than during the previous month. A considerable volume of business booked during the January market season here was shipped during February, and this in the main had to do with the production of specialties and in colored glassware. As has been frequently referred to in this section, the introduction of colored glassware has bolstered the market most actively during the past few years, and inasmuch as demand for the entire line continues active, factory production of these lines is expected to continue for an indefinite period.

Both gift shops, department stores and jobbers are using colored glassware in very liberal volume, and especially of the lines that were featured during the January market.

Blown and stemware is in good movement, both the crystal and the colored lines. The pressed lines of staples are also in steady seasonable demand. Assortments are also moving well. Decorated glassware is in such demand that some manufacturers have been compelled to increase the output.

Diamond Opens New Department Store

The Diamond Shoe & Garment Co., Charleston, W. Va., has opened its new department store, which includes a general line of housefurnishings, a new feature with this interest. The entire fourth floor of this new store has been given over to housefurnishings. The merchandising department of this store is under the management of A. W. Cox, who is also vice president of the corporation.

Movie Magnate Started in Glass Business

From "gathering boy" in a glass house on the southside, Pittsburgh, to the commanding position as president of one of the largest moving picture enterprises in the world, and all this within a span of life that has just reached 40 years, is the story of the rise in the life of John J. McQuirk, now residing at Philadelphia, Pa., but for years a resident of Pittsburgh. Mr. McQuirk is president of the Stanley Co. of America owning and operating a chain of

(*Continued on page 37*)

Westmoreland Glass Co.
Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



No. 1820 Dolphin
Console Set

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road

CHICAGO
R. A. Keel
EAST LIVERPOOL

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



One of the finest collections of salad plates on the market, shown in a diversified selection of designs, in the well known Duncan & Miller quality—An exceedingly popular line with cutters and decorators.

Representatives

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
157 Summer St.

Chicago
F. T. Renshaw
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

The Duncan & Miller Glass Co.
Washington, Pa.



WHAT THE POTTERIES ARE DOING



Homer Laughlin Progressing As Largest Producer

AS announced in the February 24th issue of the CROCKERY AND GLASS JOURNAL, further advancing itself as the largest producer of dinnerware in the world, the Homer Laughlin China Co., East Liverpool, O., and Newell, W. Va., is awarding contracts for the erection of another tunnel kiln plant. With a capacity in its present six plants and the new unit which will be known as No. 7, the Homer Laughlin China Co., placed at the equal of 115 updraft kilns, the standard kiln used in smaller dinnerware factories, it is rather amazing the volume of ware that can be produced annually by one corporation.

History shows that it is not such a long step from the original Homer Laughlin plant here to the present position of this industry in the trade.

Capacity of the new plant will be at least ten per cent larger than that possible in their late No. 6 tunnel kiln pottery, as the new No. 7 plant will be equipped with two Harrop tunnel kilns and also a tunnel kiln for decorating purposes. The bisque tunnel kiln will be 348 feet in length and the glost kiln, 308 feet. The main operating plant will occupy a site 800 feet in length by 230 feet in width, and it will have a direct connection with the No. 6 factory, and on a ground floor level.

The new plant will give employment to about 450 people and this makes another record for this firm, in that it is the largest employer of labor in the generalware branch of the ceramic industry.

Advancement to the present position of the Homer Laughlin China Co. in the dinnerware business of the United States is due to the foresight and ability of W. E. Wells, who has been the active directing head of the corporation for many years.

K. T. & K. Has Heavy Production Schedules

Production schedules at the plants of the Knowles, Taylor & Knowles are heavier now than for several years, it was announced this week. All four plants of this company are operating six days per week, and kiln departments are working overtime in an effort to speed up production.

While it was the intent of this firm to increase its output of ivory body dinnerware and reduce the production of a white body, this has been found to be impossible at this time on account of the steady demand for the latter. As the situation now stands, the company is devoting two plants to the exclusive production of ivory and two white ware.

Distribution of the dinnerware lines of this plant being distributed over a rather wide territory, and it is related that the demand for plain white ware is also sh ing a steady increase from some of the larger distribut interests.

William J. Mackey Returns From Eastern Market

William J. Mackey, sales manager for the Smith, P lips China Co., has returned to the home office after spe ing several weeks in the eastern market.

Pottery District Shows Increased Activity

Speaking in general terms, the East Liverpool pott district shows slightly increased activity during the c rent week, but on the whole there is still room for provement. Salesmen are on the road, and from so parts of the country a larger volume of new business being obtained. On the whole, the district is operat on a basis of about seventy per cent and probabilities that this percentage will show a gradual increase as season advances.

It is indicated that the larger plants in the district working more steadily than some of the smaller produc this meaning from three to four days per week. In outlying districts, some potteries are working four five and one-half days weekly, the latter closing dow noon Saturday.

Contract business is taking considerable volume of c nerware, but it is pointed out now that some of the partment stores are buying in better volume than has b their custom during the last six months.

Hartman Proposes Retail Chain

Announcement has been received here from Chic that the Hartman Corp. of that city, a rather active r order concern, proposes to establish a chain of re stores, and that merchandise will be sold on a credit b as is done at the parent store. The Hartman inter have always been large distributors of dinnerware p duced in this district, and with added outlets, it is ta to mean by local manufacturers that the shipments this concern will soon show an increase.

Owen China Going Full Blast

Both units of the Owen China Co., at Minerva, O., now in steady operation, with combined output gre than at any time during the last few years. These

erties are under the direction of Charles W. Foreman, who has increased the sales of these factories since he ned to the organization last year. All departments of plants are working full time.

F. F. Debolt On Road to Recovery

F. Debolt, of East Liverpool, who has long been en- l in the jobbing of hotel and restaurant china and ware, and who has been seriously ill for several hs is now recovering. However, he is not able to his home as yet. He was one of the incorporators e Sterling China Co., of Wellsville, O., but has since sed of his interests in that concern.

lants to Continue With Present Kilns

om present indications, the only additional kilns that e added to the generalware industry this year will be ddition proposed by the Homer Laughlin China Co. ler plants, it is said, will continue with present kilns, some manufacturers have announced they will be satisfied to keep these in active operation throughout ear. The fact of the matter is that the only major ions to the output of dinnerware in his country dur- he last few years have been those of the Laughlin ests.

Operative Potters Electing Officers

though a referendum ballot is now being cast by the bership of the National Brotherhood of Operative rs, it is conceded that John T. Wood will be again ected president of the organization and John McGil- y, secretary-treasurer. The latter has no opposition e official ballot, but Mr. Wood is opposed by two nominees, one from this city and one from Buffalo, . It is possible that changes may occur in other s and on official committees, but present head officers ractically assured of re-election.

yd E. Wilkinson Managing Butler Bros.

e report has been received here that Syd E. Wilkin- as been named manager of sales for the southwest ory of Butler Bros. interests. Mr. Wilkinson will his headquarters at St. Louis, Mo., and will suc- E. W. Hughes, resigned. Mr. Wilkinson went with r Bros. about six years ago as assistant sales man- and attached to the St. Louis office.

Jobbing Interests Buying White Ware

me of the jobbing interests are taking a larger vol- of plain white ware than has been the usual custom g the last few months, and the same report is heard erning some of the syndicate interests. Some of these s are going out in assortments, and in other instances eneral line is being specified in volume quantities re- ng car loading.

dwin M. Knowles Bridge Sets Popular

uite a heavy demand is being experienced by the Edwin nowles China Co. for their various lines of bridge luncheon sets. An entire new line of these specialties was placed on the market in January, both in shapes and treatments, and these have been in excellent movement since first shown. The sets are to be had in either white or ivory body. A number of department stores are making a special feature of these sets, and repeat orders are in active receipt at the factory.

Striking the Key Note of

COLOR DECORATION

The surface decoration of glass and pottery thru the use of *Color* is a most important problem of the up to date decorator.

Colors must harmonize in order to produce a decoration that is pleasing and enduring.

The R & H color service staff is prepared to give valuable suggestions without cost.

Write for our new Color Harmony Chart, a very valuable dictionary of Color terms and chart showing the relation of one color to another.

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The ROESSLER & HASSLACHER CHEMICAL CO.

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Ceramic Bureau Studies Glazes

The Bureau of Ceramics of the United States Bureau of Standards has announced the investigation of the crazing of so-called "semivitreous" earthenware carried on cooperatively with the United States Potters' Association included a study of the microstructure of the ware with the petrographic microscope. While the results of this study could not be satisfactorily correlated with the crazing of the ware, certain relations between microstructure within the body and at the contact of body and glaze were revealed. A report on this study has been prepared for publication.

Ashbaugh and Son Retire From West End

Effective as of March 1, Charles C. Ashbaugh, for the last 30 years identified with the management of the West End Pottery Co., East Liverpool, retired from that organization. For some years he has been secretary-treasurer of the corporation, also in charge of sales. Walter Ashbaugh, who has been lately in charge of sales has also retired. Both have sold their interest in this company.

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the eighteenth of a series of articles by Mr. Seidman on how to prepare income tax returns, that w appear regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles taxation. He will answer all income tax questions that might be directed to him by our readers. Questio should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications mu be signed by the inquirer, but no names will be disclosed in the published answers.

THE accumulation of readers' questions makes it desirable that this entire article be devoted to questions and answers.

QUESTIONS AND ANSWERS

Litigation with Stock Broker

Q. Several years ago through a broker here in the city, I applied for the purchase of certain securites, placing the money for the same in the hands of the broker. The securities were not delivered and after waiting for some time, I brought suit and later recovered the money, including both principal and a portion of the interest, of course, with some deductions applicable to fees of attorney. This was in 1926. How does this affect my income tax and what report, if any, am I to make? P. C. G.

A. The difference between the proceeds of the litigation, after deducting attorney's fees, and the amount you originally paid to the broker, is a gain or loss that is to be reported in your 1926 return.

Requirements for Filing Return

Q. (a) What amount must the gross income be for an individual with dependents before he must file an income tax report for 1926? Or is there a gross amount stated now? (b) An individual owns $3,000 in bonds, figuring par value. He sells them. Must the principal, or rather the $3,000, be considered as gross income, or is just the loss or profit figured as taxable? E. J. B.

A. (a) Where the gross income is more than $5,000, a return must be filed, irrespective of the size of the net income. Where the gross income is less than $5,000, a return must be filed by a married man if the net income is in excess of $3,500, and by a single man if the net income is in excess of $1500. The number of dependents is immaterial. (b) Only the profit or loss is taxable and enters into calculation of gross income.

Deductibility of Gifts

Q. In your January 29 issue, you state that gifts are not taxable, either to the giver or the receiver. Does this mean that if I gave my mother a fur costing $1,000 that I may deduct this from my personal income tax. Also, if I give my cousin a $500 present, in cash, is this de ible? J.

A. Gifts are not deductible in computing income nor need the one receiving the gift report it as incor

Automobile Expenses

Q. I will appreciate very much if you will advise I can enter expenses of a pleasure car on income ta turn such items as depreciation, oil, gas and garage E.

A. You cannot deduct automobile expenses on a p ure car. These are purely personal expenditures.

Loss on Stocks

Q. A corporation in which I owned $29,000 was receiving for my share $6,087.50. Do I show a lo $22,912.50? Can it cover more than one year as th I have to pay without the loss is a few hundred dolla G. M.

A. You have a deductible loss of $22,912.50. It applicable to the year in which the stock was sold. cannot spread it over more than one year.

Building and Loan Dividends

Q. Are dividends from Building and Loan associa subject to the Federal Normal tax and the Surtax? the $300 exemption apply to both the Normal Tax the Surtax? If a person's income from these divi is more than $300, can he use the $300 as a redu from the total amount. B. H.

A. There is an exemption of $300 for building loan dividends. All amounts in excess of that are su to the surtax only. There is no normal tax on a divi

Returns of Husband and Wife

Q. Heretofore my wife and I have been repo our incomes in a joint return. I now find that it w to our advantage to file separate returns. Can I or must I follow the same procedure as in pre years? J. S.

A. You have the right to file separate returns this if you want to. The option applies to each year

is, so that in one year you can file on one basis and in next year on another.

STOLEN JEWELRY

). My home was burglarized, as result of which jew- worth about $3,000 was stolen. I did not carry any rance. May I take this as a deduction in my income report? J. T. B.

. Losses arising from theft are deductible. You may efore claim yours.

Persistent "Following Up"

(Continued from page 29)

the request that a trial order be given the foreign ufacturer.

any of these toys are found to be salable in the United es. When, however, one does not appear to sell read- the firm writes to the consul to that effect. By the mail, ordinarily, a reply from the consul reaches reading something like this: "If you cannot sell toy in the United States, will you please tell us why cannot?" This letter is repeated until objections explanations are forthcoming. In a few weeks the receives another letter from the consul stating that particular characteristics of the article or the questions eight, price, discounts, packing, or whatever may have ered the sale originally, have been given consideration he manufacturer abroad and that a new proposition, eting the American objections, will be made.

ccording to the head of this American firm, the work his foreign consul has resulted in the sale of many sands of dollars' worth of toys which would never been sold without his persistence and insistence in w-up methods.

ch effective service is naturally the objective of our American consuls, commercial attachés, and trade missioners abroad. But is it not highly desirable, also, more American exporting firms to display such interest e foreign firm mentioned—alertly, energetically, and ntly cooperating with our representatives in the for- field?

Glass News

(Continued from page 33)

e moving picture theatres throughout the east and llewest, and which is now erecting a new house on rty Avenue at Seventh Street, this city. A part of the of this theatre was for many years occupied by the enstein china and glass store, which location was ted only last year.

cQuirk when working in glass factories here received per day for his two "turns." He thought out a ness career for himself, and left the glass factory to me a cigar salesman. Then he entered the life insur- field, and later went into business for himself in Philadelphia. Then he became associated with the moving picture industry, in a small way, and his rise in this has been rapid. The new house the company is now erecting here will be one of the largest of its character in the country.

The Scientific United States of America

"When we come to the particular dominating trend in American life at the present time, we find ourselves in the midst of a most interesting situation, and one with which many of us are not consciously familiar, namely, a scientific United States of America," said G. A. O'Reilly, vice-president of the American Exchange-Irving Trust Company, in an address before the Hartford Chapter of the American Institute of Banking.

"We are familiar with an America of wealth and power and mechanical skill and ability to do things, and of great generosity, and even an America of marked accomplishment in the field of science, but an America which is being swept throughout its length and breadth by an irresistible scientific trend, a trend which promises to bring our entire national life closely into line with the established principles of science, this decidedly is a new picture. And in this picture is to be found our guide in securing the direction of which I speak.

"For the scientific trend is with us unmistakably. We find evidence of it everywhere. Pure science at last has emerged from its self-imposed isolation, and side by side with the mechanic, the farmer, the manufacturer, the merchant, the banker, the educator, is pulling with every ounce of its strength for better business, better finance, better living, better use of all this wonderful prosperity which has come to us with the years."

Our Foreign Trade—Quantity vs. Value

Owing to import trade enlarging much more heavily than export trade fell off, the foreign trade of the United States gained not only in value, but in quantity of goods in the fiscal year 1926 over that of the preceding year. The first mentioned fact was, naturally enough, known early in July of 1926, the second was reported by the Shipping Board recently. Comparison of the returns of tonnage shipped or received, with the values thereof, however, reveal that, while exports in value and quantity fell off quite evenly, the value of our imports gained much more heavily than did the tonnage of goods imported, as compared with the fiscal year 1925. One conclusion from this showing might be that our exports were largely of goods whose prices had not changed much over the two years, whereas our imports in 1926 were those of higher priced articles; this, by the way, despite the fact that the big gain in our imports was in so-called crude materials for manufacture.

As a good part of these increased import values were of rubber, this apparent difference may be partly explained by the higher value per pound or per ton of our imports.

THE PRICE IS RIGHT

This Set, consisting of one No. 6471, 2-quart, Optic Covered Jug with stuck handle, and six No. 444, 12-oz., Optic Tumblers, has been designed and manufactured to meet retail trade requirements for a highly finished, attractive set at a reasonable price.

"Seeing is believing" is an old adage, and with this set seeing is buying, for the housekeeper will be immediately taken with the beauties of form and color and the relatively low cost of this very necessary adjunct to her glassware service equipment.

"The Price is Right" in any quantity, and the wise jobber, dealer or retailer will place orders early.



NO. 6471 OPTIC ICED TEA SET
LIGHT GREEN
ROSE-PINK

UNITED STATES GLASS COMPANY

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Eighteen Sales Offices—Conveniently Located—Serve Your Needs

THE NEWEST CREATION OF HEINRICH & CO.

"THE RIVIERA"

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This Pattern on Ivory Body on the new Senta Shape, excels anything that we have yet offered. It combines daintiness of decoration and charm and grace of shape. The color of our ivory body has exceptional depth and warmth. It will lend distinction to your department and add profits to your business.

HEINRICH & WINTERLING, INC.

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"FÜRSTENBERG CHINA"

Our traveling representatives are now in your vicinity. Drop us a postal and we shall be pleased to inform you when he will be in your city.



Refinement combined with beauty. You and your trade will be well pleased with this pattern.

"PARK LANE" PATTERN

The "Park Lane" Pattern, in Pink, is one of the most pleasing Dinnerware Decorations on the market and is offered on a shape that has no competitors!

It is from a factory making fine china continuously since 1747 and this is the first showing in America, therefore, the line is original!

There are over 100 Decorations to choose from!

The above pattern, "Park Lane", is already placed with a number of the leading representative stores throughout the entire United States and Canada. This tells the story!

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NEW YORK

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FEATURING ATTRACTIVE SHAPES AND EXCEPTIONAL DECORATIONS

Inspection Is Invited



"THE OREGON"

from

MYOTT, SON & CO.

Here is a pattern that we endorse to the nation. We think so well of it that we are carrying it in stock crates. It shows fruit clusters, modernly done in tones of red, orange, green and blue. Green lines give a finishing touch. It comes in the new 12-sided TRAFALGAR shape on the beautiful Myott ivory body. Send for assortments and prices.

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CANASTOTA, N. Y.

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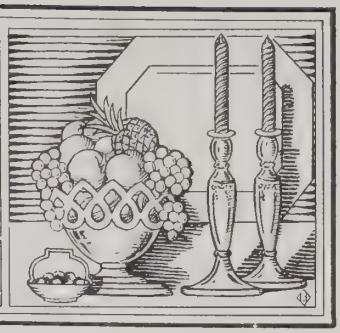
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EVERY DAY A GIFT DAY



HISTORY is repeated in the revival of the what-not and the return of bric-a-brac, which was so much in vogue some twenty years ago. The re-tion of these ornaments brings back to modern times oration that will fill quite a need in the House Beau- and many unique importations in their peculiar tive colors and shapes will give a room a cer- dress-up and character that accentuates the love- of furnishing and fittings. In late years, there have disregarded the little ornamental things which were pular a few years since and it has been considered out of place and not au fait to employ many orna- in home decoration. With the restoration of these tive little items brings a market value for these . that has been submerged for a decade. Even the me mantle piece, the clock, has come back to life and demands its usurped place beside its conquerers; mantle and shelf ornaments. The attractitve window setting, illustrated, demonstrates how effectively ornate objects may be popularized in an enticing window display. Each little treasure conspicuously revealing its own intrinsic value, through the trained hand and eye of a modern window dresser. With the present day fine colored glassware, pottery and imported Chinese and Japanese wares, the bulb bowl, low candlestick, etc., it is not unlikely that the old period etagere will be brought from its long hiding place in the attic, and set up in its rightful corner in the drawing room, holding its precious burden of bric-a-brac as of old; personified and crying out in an audible voice, "We are here again, and this time to stay"—Gift Shops hear the cry.



Appealing Gift Objects Shown by Lord & Taylor, New York, that are destined to add a touch of elegance to the Home Beautiful.

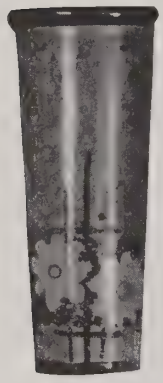
Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By Beatrice Miller Wisner

Fine Ware From Bradley Studios

The beautiful colors which so characteristically betray the care free life of the peasant, are finely expressed in the lovely ceramic vase, 11½ inches high, illustrated from the Bradley Studios represented by Howard G. Selden, 225 Fifth Ave., New York. Turning back the leaves of history, reveals that ever since childhood these lively bright colors have been interwoven in the lives of the peasants, through their beautiful embroidery designs and motifs so deftly worked by these interesting people. The lovely designs seen on the vases, bowls, wall pockets, utility boxes, candlesticks, bulb bowls, lamps and shades, exemplifies the native peasant decorations which have been faithfully executed by the studios above mentioned. The variety of these objects displayed by Mr. Selden, gives a wide range of items from which to choose that are specifically interesting for coming seasons, lending a bright note of color in many original design combinations on backgrounds of blue, yellow, red, jade green and body tones.



Ceramic Animals in Faithful Modelling

Peter Rabbit might envy but could not outrival these dear little bunnies from United Arts & Crafts, 47 West 47th St., New York. Vienna Ceramics in a variety of finely modelled figures; rabbits, deers and a host of other fascinating items, are shown in their special attractive coloring and natural poses that have lately been imported by the above concern. These are especially enticing for



the Spring and Easter seasons, so significant of the time and so lifelike in their conception of the real animal in modelling. The illustration above shows only a few of these attractive importations, which includes, elephants, dolphins, jars in lovely colors and other ornate pieces which will add materially to gift shops seasonable offerings. For kiddies gifts, for desk, whatnot or stand these prove noticeable little ornaments in their active postures and truthful coloring. They are modestly priced.

Rare Beauty in Cloisonne

Chinese artists have brought enemaling to a state perfection, which is one of the oldest arts of Ch Peking Cloisonné is a fine demonstration of the bea of this unique artistry. Exquisite Pek Cloisonne vases are being displayed Fo Sing Yuen, importers, 104 East 1 St., New York. To accomplish the art of Cloisonné, small cells are made upright metal lines on a background copper, brass or other metal and th cells, or more properly, cloison, are fi with liquid enamels by several appl tions. The colors of the backgrounds the finest Chinese Cloisonné are torqu blue, henna, dark blue, and yellow, with brighter co for decorations. In producing the final effect, it is ne sary to repeat the firing process several times, u the individual cell is squarely filled with the enamel. Th artistic vases are a decided ornament to the modern ho and because of their harmonious color decorations not clash with any interior tone of furnishings, etc.



Czecho Pottery For Tea Rooms

The Czecho Peasant Art Co., 8-10 West 19th St., N York, are taking orders for their tea room pottery wi is made in Letovice, Czechoslovakia. These orders only be taken on import. The company has contra to deliver to several of the largest and most exclusive rooms in the city and are well equipped to take orders their specially attractive Czecho pottery for tea room sections. Every piece of the Czecho Peasant Art pot bears their trade mark stamp with the name of Jo Mrazek, the originator and artist who creates the be ful and colorful designs that have made this war worthy of its wide popularity. Many new and ori items are on view at the company's unique showroo

Attractive Gift Leaflet

Lazarus & Resenfeld, Inc., 98 Fifth Ave., New Y are sending out a very attractive Gift leaflet giving various and attractive lines of their fine imported gl ware of decorative pieces and stemware. This will b interest to Gift sections seeking glass of a distinctive character. The leaflet is one of a series of eight wi will be sent to Gift Shops and Gift Departments du the year and is a comprehensive listing of the newes portations of the concern's popular items for coming sons.

Speak It With Flowers

Beauty tells its own story in the wonderfully natural Japanese artificial flowers offered by the Taiyo Trading Co., 101 Fifth Ave., New York. These appealing blossoms are not affected by water, and when a few drops of water are allowed to linger on the delicate petals of the flowers, or leaves, it produces a most natural moisture, a reminder of early morning dew seen on real blossoms. Artificial flowers, bring a sustaining remembrance, living long in the heart of the recipient. The Taiyo Co. are showing a large variety of these water-proof flowers; fleur de lis, water lilies, tulips, and smaller blossoms and also other types of flowers, cherry blossoms, holly hocks, roses, wisteria, etc. The little flower bowls and blocks which can be procured separately to assist the blossoms in keeping their graceful positions, come in many colors of lustre and other wares. These dainty gifts prove popular for all seasons, and are modestly priced.





New "Lavinite" Centerpieces

With the coming festive occasions, Spring weddings, Easter, engagement showers, etc., the artistic table center pieces of "Lavinite" pottery made exclusively in this country by the Art Industries, Inc., 225 Fifth Ave., New York, bring a highly distinctive and interesting center decoration for the ultra board. These pieces comprise two pairs of low candlesticks, especially adapted for the

MADE IN LETOVICE, CZECHOSLOVAKIA

100 Per Cent Original
Czechoslovak Pottery
and
Parchment Lamp Shades



All of our decorations are copyrighted and will bear our registered trade mark

PEASANT ART INDUSTRY Mrazek MADE IN CZECHOSLOVAKIA

and the name of Joseph Mrazek as a guarantee of the authenticity of our design.

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TEA SETS FOR SPRING SALE

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CALIFORNIA FAIENCE CO.
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Bronze Pottery in an Unusual Treatment
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SELDEN GLASS
Catalonian and Lalique Reproductions
KAY & ELLINGER
Austrian Pottery, and Imported Candles

Variety—

Embracing, as they do, so many colorful and different lines, Selden selections are attractive not only because of their low cost, utility and skillful workmanship, but for their wide range as well.

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK

long candle, and low flower bowl. A noticeable feature of the bowl is its adequate space for a quantity of water, which allows for floral display and keeps the blossoms rank and fresh. The candlesticks can be had separately if desired. These fine pieces come in all black or marble finish and are a creditable addition to the Art Industries variety of new items for decorative and useful purposes; including lamps, book ends, vases and a number of new and original objects.

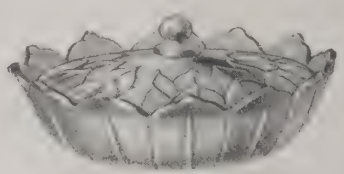
Carnelian Line Adds New Shapes

Nothing creates a warmer reception than a floral tribute, and when accompanied by an artistic flower arranger or bowl, the gift is thrice welcomed. The Roseville Pottery Co., 18 West 23rd St., New York, has recently added many artistic shapes to their Carnelian line and also two new colors which are effective in fine execution. The new shapes, of which there are about forty, give a wide selection. The colors are two tones of a dull blue and a fawn splendidly applied. The blues are shaded from top to bottom of the object and the fawn color and blue are treated in the same manner. The shapes are delightful to behold and among the lovely numbers are squat bowls, large bowls, several sized pitchers with unique handles, tall vases, and two new flower blocks, oval and tree, showing odd arrangers. The whole line is one which appeals to the decorative sense, yet withal retaining its usefulness for flowers either of long stems or the smaller blooms.

Unusual Glass Dresser Novelties

The modern boudoir is a thing of beauty and its ca furnishing and fitting shave established its prestige i household. Beautiful dresser accessories are one o first aids to milady's toilet equipment, unique glass item find an important on the vanity table or dresser. Two o enticing glass cologne bottles and puff from the Westmoreland Glass Co., repres by Horace C. Gray, 200 Fifth Ave., New are herewith pictured. One of the co bottles shows the fluted effect, and the





and the powder recepticle is of the exquisite "Lotus" design. These fine glass items come in beautiful colors and clear and satin finish. The colognes have a drop stopper which is a much needed and economical feature. There is a complete line of the "Lotus" pattern assortment, which affords a large variety of exclusi jects for useful and decorative purposes, including jars, salad plates, bowls, compotes, dresser acces and many other fine pieces.

Bamberger Issue of $10,000,000 Oversubscribed

at the L. Bamberger & Co., Newark, N. J., department store enjoys a high degree of public confidence was n here recently when its $10,000,000 issue of 6½ ent cumulative preferred stock put out by its bankLehman Brothers, was oversubscribed before the cing was announced publicly. According to the ers the books were opened and then closed almost diately only as a matter of record and formality. uis Bamberger, president of the company, was born ltimore on the site now occupied by Hutzler Brothlepartment store. He earned his first money as an d boy in one of the stores of that city. His savings the small salary enabled him to start his initial ire at 147 Market street, Newark.

"he Bamberger store is the largest department store ew Jersey," he declared in a letter to the bankers. as founded in 1893 by Felix Fuld, Louis M. Frank nyself, as a copartnership, and from the very date inception it has enjoyed remarkable success.

n its first year, with a personnel of fifty, the store a volume of $265,000, and from that point has ed to $32,508,089.

"ewark at the time this business was started," con1 Mr. Bamberger, "was a city of about 181,000. y it is a metropolis of nearly 500,000 persons, exclusive of the surrounding cities and towns, and is the fifteenth city in the United States in population. Recent statistics give the number of its factories. The value of is manufactured products is estimated as more than $500,000,000 annually and in point of their variety Newark stands eleventh.

"The wide circle which this store serves consists of nine northern counties of New Jersey, which have an estimated population of 2,700,000. With the opening of the Hudson River vehicular tunnel, which is now in the final stages of construction, we expect a great increase in population.

"Net sales and consolidate net profits of the corporation and its subsidiaries after interest, depreciation and Federal income taxes, in each of the last five years, and the number of times the dividend requirement on the preferred stock now outstanding has been earned in each fiscal year, have been as follows:

Year Ended Jan. 31	Net Sales	Net Profits as above	Pref. Div. Rep. Times Earned
1923	$21,975,361	$1,573,029	2.42
1924	26,163,936	2,079,100	3.19
1925	28,003,301	2,287,258	3.51
1926	29,952,279	2,394,457	3.68
1927	32,508,089	2,784,837	4.25



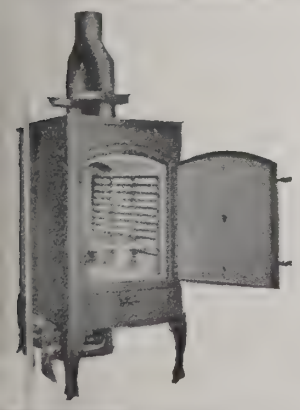
Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

Photo-Engraving, Illustrating, Photography, Advertising

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HEEREN BUILDING - EIGHTH & PENN - PITTSBURGH, PA

COMPLETE "LINES THAT SELL"
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BRUSH POTTERY CO.
ZANESVILLE, OHIO
PROMPT DELIVERIES
By Our Trucks from Our
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PERFECTION KILNS
Oil or Gas
For Decorating and for Pottery
Construction based on Long Experience and Latest Scientific and Technical Knowledge
Durable—Economical—Reliable
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Sole Sales Agents
50 Murray St. New York

How Much Insurance Shall I Buy?

The financial editor of the "New York Evening Journal" asked eight leading questions on life insurance. They were answered by an officer of the Metropolitan Life Insurance Co., and because of their general interest they are being printed from the "Executives Service Bulletin."

THE problem of the amount of insurance you should buy is like the size of your hat—an individual one. This is my answer: if you earn $1,500 a year and are unmarried you should have $2,000 of insurance. If you have a larger income you will be able to buy insurance according to your needs, depending on your own circumstances, the number of your dependents and on what other means you have of saving money.

If you are married, until you earn more than $3,000 a year, you should add to the $2,000 insurance which you are presumably carrying, $1,000 insurance for the first two children and $2,000 additional for the next two.

After you pass the $3,000 salary stage you can buy insurance not merely from the standpoint of moral obligation to your wife and family to do them the merest justice, but you can spread your wings and think of making them very much more than merely poverty-proof. Let us say you make $5,000 and are married. If your wife is young she should, and probably does, know how to earn her living, but she will have to care for the children if you leave her. You should underwrite, to the best of your ability, that cost for ten years at least.

Take an income policy for as much as you can pay for reasonably, and that means with genuine effort. One hundred dollars a month for ten years will require approximately $10,300 of insurance. An additional $2,000 payable in cash at death for settling up your affairs is a good thing to have. This $12,300 at age thirty can be purchased under participating policies as low as approximately $230 a year on the whole life plan and $360 a year on the twenty-payment life plan.

An arrangement which will net from one-half to two-thirds of your income for the child-caring period is worth striving for. This may not be possible, however, until you earn more than $5,000 a year.

Endowment Policy. For an unmarried woman an endowment policy which will give her an income later on and meanwhile protect her dependents is a comfortable thing to possess. An endowment at age sixty-five is a practical investment. If bought at the age of twenty-five, a payment of approximately $110 a year will carry a $5,000 endowment. This not only guarantees the payment of the face of the policy if death occurs before age sixty-five but insures at age sixty-five an income of about $460 a year for ten years certain and as long thereafter as she may live. This may be supplemented by annuities bought from savings.

Keep a Budget. But do you know what you spend? Do you know whether your spending is fairly intelligent or merely a combination of necessity and impulse? You probably will never know unless you keep a budget, at least for a few years, to get yourself and your family into the habit of living in reality and not in romance. Your budget, if honest and disciplined, will answer the question also of how much insurance you can afford to buy. Do make it a percentage of your income, five or ten per ce make it as much as possible. Until one passes $10,(earning capacity, I am very strongly of the opinion t some form of life insurance is the best type of investme

Trying to Advise Public. When you are young a money is not too plentiful, you will probably want start your insurance barricade with a whole life poli This costs less per year, but requires payment for li When you can afford it, take a substantial life pol paid up as to premium in twenty years.

It is worth saying again that every man's insura problem depends on his particular circumstances. T important thing is to analyze those circumstances. We the insurance business know that however indifferent m may appear in their insurance affairs, they are eager to the wise thing when the case is fairly put to them.

Life insurance folk are sincerely trying to advise public in what amounts to buy insurance. Nearly eve company is making careful studies of family budgets a urging its policyholders to make and keep budgets their expenditures. Some of these companies issue bud books showing examples of family expenditures wh they are glad to send on request. A lot of new informati is coming to light as to how families on the average div up their incomes.

Importance of Insurance. It would be very foolish say that insurance is more important than the other nec sities which you buy, and, therefore, should be provid for first. It is not more important than food. But it more important than too much food, unnecessary clothi or excessive amusement. With the standard of living n obtainable in these remarkable United States, it is a pre safe generalization to make that every family not han capped by some unhappy circumstance, such as sustain sickness of father or mother, cannot afford not to ma insurance the first item to be taken care of.

Buying insurance is all a matter of fact and comm sense, like every other financial transaction. There just one difference. Insurance payments must be repeat and continued. That requires grit and character, t which, by the way, are not out of place whenever questic of wise spending and saving are involved.

Analysis of U. S. Glass Report Interesting

An analysis of the report of the United States Gla Company for 1926 shows earnings before depreciation a taxes of $327,912 or nearly 13½ per cent on the capi stock. After deducting $158,728 for depreciation of pla and taxes and charging off $46,700 for loss on old i ventories, $122,483 is passed on to surplus. This is equi alent, to 5 per cent on the outstanding stock. The i provement in operating efficiency under the manageme of Edwin E. Slick is indicated by the latest report sho ing an operating profit of $91,863 for 1926. Since 19 the company has spent $265,254 on plant and equipme As a result, operating costs have been lowered to a poi never before attained. Quick assets less total liabilit show a value of $14.92 per share. Book value figures o at $51.84.

Growth of Incomes in the United States

A remarkable showing as to the recent growth of current national income in the United States is made in a special bulletin issued this week by the National Bureau of Economic Research on the basis of preliminary figures. The general conclusion is reached that the current income of the American people rose from $62,736,000,000 in 1923 to $89,682,000,000 in 1926, an increase of $26,946,000,000, or more than 40 per cent in half a decade. The bulletin suggests that the figures become more significant when reduced to a per capita basis. It points out that if the total income of 1926 had been divided equally among all persons, including babes in arms and the helpless aged, the average income would have been $770, or one-third more than the per capita amount in 1921. When the per capita income is expressed in dollars having constant purchasing power, the bulletin remarks, it is found that the increase has been about 36 per cent., so that from the economic point of view the condition of the average inhabitant has been improving at the rate of about 7 per cent. per annum.

Remarking that to many persons figures showing the income per person gainfully occupied seem more significant than those reporting income per capita, the bulletin says that in 1926 some 44,600,000 people were engaged in activities yielding them direct money incomes, some of them being employers, many more employees, and some merely working on their own account. Housewives and women and children helping the head of the family on the home farm are not included in the figures. It appears from the data given that for every person gainfully employed in 1926 there was an annual income of slightly over $2,000, and that when reduced to money of constant purchasing power, the average person working for a money income received about one-fourth more for his or her services than in 1917, and about 44 per cent. more than in 1909. The indications, according to the bulletin, that despite the constantly growing population and the relatively limited nature of the supply of natural resources, new inventions and greater skill and organization are still enabling the average inhabitant to progress steadily upward on the scale of economic welfare. It is proper to note that the above conclusions are the results of an investigation to which Dr. Wilford I. King and a corps of assistants have been engaged since 1920, under the general direction of Dr. Edwin F. Gay and Dr. Wesley C. Mitchell, Directors of Research. The estimates given are the first issued by the National Bureau of Economic Research since the summer of 1925, when a report of 305 pages was published on the sources and distribution of income in the various states for 1919, 1920 and 1921. Figures for the preceding years, extending back to 1909, were published in an earlier two-volume work.

In one of several tables the bulletin gives in current dollars estimates of the amount of national income since 1909, the first year covered by the National Bureau of Economic Research. The figures show a growth of income from $27,100,000,000 in 1909 to $89,682,000,000 in

(Continued on page 60)

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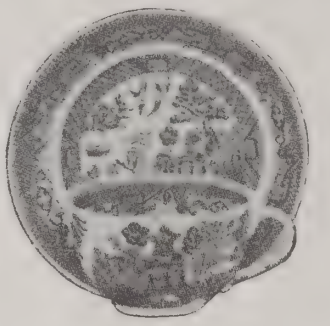
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Fostoria complete glass dinnerware colored and crystal plain Etched and Gold treatment.

Blown Stemware Tumblers & Jugs to match.

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What's New in New York Showrooms

Wolf Displaying Large Line in Glassware

Louis Wolf & Co., 215 Fourth Ave., are showing a comprehensive new sample line of Czecho glassware that is well worth seeing. A profusion of wine sets in a wide variety of original shapes, colors and decorations is to be seen which offers a choice to suit every possible taste. The same may be said in regard to their exhibit of water sets which is every bit as extensive. In fancy pieces may be seen a profusion of bowls, vases, candlesticks, candy jars etc. The colors these are offered in present a wide range. Beige, greens, blues, and delicate lavenders are among a few of them and combined with many excellent decorative ideas, most original in their conception, the effect presented by the line is very choice. For real originality special mention must be made of their liquor sets. Sets entirely different from the ordinary are presented in these samples, such as a champagne bottle sitting in a glass base which is a perfect reproduction of a block of ice. Around the top of this base six glasses are suspended and its general effect is most alluring in more ways than one. Then there are windmills, dice, an umbrella sitting in a stand, etc. In this instance the umbrella forms the bottle and is surrounded by very pretty little glasses. Atomizers and wall pockets are displayed in a showing that seems almost endless, while last but not least is a line of flower holders that must not be overlooked. These are moulded in a bamboo effect and at the top a criss cross wire cap is set on for the arrangement of flowers.

New Things in K., T. & K. and Hirsch-Malgood Lines

Harry J. Moscovitz, who represents Knowles, Taylor & Knowles in New York, is showing the factory's full line of ivory in the fascinating Gloria shape in his showroom at 10 W. 23rd St. This shape comes in an array of new patterns and color combinations and is proving very popular in original sprays, medallions and border effects. Despite the popularity of ivory the borders in the white body on the Victory shape have proven alluring to the buyers as well. Knowles, Taylor & Knowles are also making in all their decorations, attractive 23-piece waffle sets which Mr. Moscovitz says are in great demand. In addition to this line Mr. Moscovitz also has on display a splendid line of silver encrustations on colored and crystal glassware in blue, ruby, green and crystal from the Hirsch-Malgood Co., that have proven great sellers.

New Octagon Shape of U. S. Glass Popular

The new Octagon line now being featured by the United States Glass Co. is attracting unusual attention among buyers throughout the country. The line is now only being shown by all salesmen, but it is being featured at all resident sample rooms. The line is to be had in two colors, light green and rose-pink, the latter being a new creation in colored glassware.



Illustrating one of the popular 1927 decorative treatments M-522 on the Edwin M. Knowles China Co.'s East Liverpool, O., delightful Maryland shape in a rich ivory body. The pattern is a symphony of blue, black, and orange. The wavy cover outline, like an old medallion, is brought out by matching fine black stripe edge. The beauty of the design is enhanced by a graceful embossment—a feature of the Maryland Shape.

OBITUARY

Edward H. Fox

Edward H. Fox of Duxbury, Mass., who died in that town Thursday, February 24, was for many years identified with the lighting fixture trade of this country and was known from coast to coast. He was born in Charlestown, June 5, 1854. Following his school days he secured employment with the Mt. Washington Glass Co. and in 1872 began travelling for that concern. Later he went with the Patterson Co., New York, which was afterwards consolidated with the Phoenix Glass Co., whose exhibit at the World's Fair was in charge of Mr. Fox. For thirty-five years Mr. Fox travelled continuously and his acquaintance was very large. Subsequently he retired from active life and devoted his attention to the cultivation of his garden which adjoins the old house which was built before 1780, and which has been occupied by several generations of the Fox family. Mr. Fox was a member of the Corner Stone Lodge of Masons, Mystic Shrine and Imperial Council, both of Chicago; Constellation Royal Arch Chapter of Brooklyn, New York, Chevalier Deyard Commandery, Knights Templar, also of Chicago, and the Masonic Veterans' Association of Illinois. Funeral services were held at Duxbury Saturday afternoon.

Courage and Romance Still Present in Foreign Trade

The merchants and traders of a century ago lived in an atmosphere of romance and adventure, bringing tea, coffee, spices, and teak woods from the Tropics and from the Orient in sturdy five-masted schooners or swift and daring clipper ships, declares George J. Eder in the February 21st issue of *Commerce Reports*. Theirs, indeed, was a life to be pictured by the tellers of tales, where pluck and determination played no small part in their fights against buccanneers and the "imponderables" of time and tide.

That all the glamor has not been taken from present-day commerce, with its ships of steel, trans-Atlantic "greyhounds," wireless, and airplanes, is evidenced by a story of a new commercial conquest which has recently come to light. Some six months ago we read with some pride of an American aviator who surmounted the obstacles imposed by the highest peaks of the Andes in flights from Antofagasta to La Paz, and from Chile to Argentina, unheralded, and with a matter-of-fact nonchalance that won for him the admiration of South Americans. Making his exploit all the more remarkable was the fact that the pilot who attempted the feat was a man with both legs in plaster casts, unable to enter his machine without assistance. No elaborate announcements paved the way for this "conquistador," but quiet practical investigations were made by parties interested, and as a result a large contract was secured by the American airplane manufacturer who employed the services of this pilot.

To cap the climax there has come a consular dispatch from Chile, referring to purchases of American and British planes made by the Chilean Government: "All the sales made by these firms were concluded after impress demonstrations of their machines. The agents for foreign plane were notably unsuccessful in dealing w the Government, and they attributed their failure to p ticipate in the business to the lack of a qualified flier pilot their machines. To remedy this shortcoming t have contracted for the services of an ace who flew hyd airplanes in Europe during the war, and are bringing h out as a permanent adjunct to their sales force in Chi

Who can say that the advances of modern science h robbed commerce of its glamor and romance.

Seven Industries Decline

Comparison of figures in a limited tabulation of rec industrial census reports gives a picture of the tr of the times which, though by no means complete, conta sufficient indications to be of real significance.

In the list there were twenty items that showed creases, in some cases of 1926 figures over 1925, and others of 1925 figures over 1923.

Decreases in seven items were noted.

The production of salt was 7 per cent lower in 1 than 1925, the output of trucks and bags declined per cent in the same period. The production of win shades dropped 12.6 per cent between 1923 and 19 asbestos products fell off nearly 2 per cent; leather poc books declined about 32 per cent, glassware droppe per cent and tannery output fell off about 5.5 per cen

Increases were shown in insurance, manufactured imports of gloves, manufacture of mirrors, gasoline, e tric lamps, canned goods, silverware, confectionery, l dry devices and aluminum ware. In addition it noted that national advertising in newspapers incre 380 per cent from 1915 to 1925, and in magazines per cent for the same period. Dyers and cleaners vol increased, building and loan shares, number of w earners in the country, bookbinders, public utility finan and electric current.

Employment Falls

The Department of Labor's employment records January, though they may not constitute a pessim slant on the business situation, do not, on the other h contribute any optimistic note.

Employment fell 3 per cent below January of l and payrolls declined by the same amount.

Thirty-seven reporting industries showed declines seventeen reported gains.

Each of the twelve geographic divisions showed creases in employment and in payroll totals in Janu The Pacific States reported a drop of 3.7 per cen employment and drop of 7.1 per cent in amount of roll. New England States had decreases of only per cent and 1.6 per cent in the two items. South Atl States showed the smallest loss in employment, 0.7 cent, and the East North Central States showed the g est decrease in payroll totals, 8.1 per cent.

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THE CHICAGO MARKET

By
J. H. Smythe, Representative

Arrangements Made for Housefurnishings Exhibit

ARRANGEMENTS have already been made for the Seventh Annual Housefurnishing Exhibit which will be held at the Palmer House, Chicago, January 9th to 14th, 1928. Official announcement of exhibit is going out some time this week together the expanded program under which this exhibit will erated.

It is planned to invite the glass and dinnerware houses ell as the lamp manufacturers and makers of allied handise to show their wares at the next housefurnish- xhibit.

The entire seventh floor of the Palmer House has al- been contracted for by D. E. Crum, exhibit man- and the manufacturers will have an opportunity to ve their spaces in the near future.

This exhibit will be held during the January Furniture et and will be advertised to the furniture trade as as the department stores and housefurnishing stores.

W. L. Henry has been appointed traveling representative for the Annual Housefurnishing Exhibit.

Headquarters are maintained at 312 S. Clark St., Chicago.

At the recent annual meeting of Montgomery, Ward & Co. stockholders, Theodore F. Merseles, president, said: "Our business is very hopeful. I believe that 1927 will hold its own very well with 1926. February sales may show a slight decrease from last year, since the average order is somewhat smaller, but a greater number of orders are being received than at any other time. The company now has the greatest number of customers in its 55 years of existence. As regards general business, I do not look for any decided boom or any decided slump. Conditions the southwest and up and down the Pacific coast are good."

Carson, Pirie, Scott & Co., Chicago, prominently displayed crockery and glassware in their sales this week. Among the features are 18-piece luncheon sets of green color and iridescent glass, composed of six tall sherbet glasses, six goblets and six plates, priced at $10, and an English breakfast set of "Indian Tree" design, of 32 pieces priced at $12.

The Cicero Furniture House, Inc., 6548-50 West 22nd St., Cicero, was capitalized last week at $20,000. The company will deal in hardware, furniture and household supplies. Marie Schovance, John and Tillie Volenec, and James Schovance are the incorporators.

The George J. Schock Co., Inc., 807 Main Street, Glen Ellyn, incorporated last week with a capitalization of $25,000, to manufacture and deal in decorated porcelains, lamps, vases, bowls, etc. The incorporators are George J. Schock, Ray E. Bick, and Frank Kreger.

I. E. Mincks, of the Albright China Co., Carrollton, O., was a visitor in Chicago last week.

The Hartman Corp. has purchased the three stores of the Humboldt Furniture Co., operated as an installment furniture concern by S. I. Frank for more than twenty years. The three stores are located at 3210 Lawrence Ave., 2412 W. North Ave., and 735 W. Sixty-third St. The latter two will be transferred to the Hartman stores at 2550 W. North Avenue and Sixty-second Street at Halsted while the Lawrence Avenue store will be remodeled and conducted under Hartman methods.

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Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINE DIRECT FROM OUR FACTORIES

The Bibul Manufacturing Co. has been incorporated with a capitalization of $9,000. The company was formed to manufacture and deal in wooden novelties and furniture, and iron novelties. The incorporators are Sydney Witz, Leo Bunnin, and Samuel Light.

The Doherty Furniture Co. recently increased its capital stock from $50,000 to $150,000. At the same time the directorate of the company was increased from 3 to 5.

Dooner-Logan, manufacturers' representatives, have taken new display rooms in the Kranz Bldg., 130 N. State St., where they are showing the Fourman Bros., the Cederborg Co., and the Muncie Clay Products' lines of lamps. In addition to this, they have an extensive display of all kinds of art goods, including pottery, glass decorated baskets, and novelties.

The Kranz Bldg. has become quite a center for ware, lamps, shades, and novelties, and with the add of the Dooner-Logan lines to this building, they now five displays which will interest buyers visiting this c The Home Electric Co. has a complete line of lam every character. This concern headed by Mr. Guy been in business in Chicago for a great many y J. B. Finn maintains a display of pottery and lamps addition to these displays, O'Brien & O'Brien are sho housefurnishing goods and E. J. Koch is specializi decorated china and art pottery.



This very neat and attractive display is from the showrooms of R. H. Macy & Co., New York



CARVED WOODEN STANDS AND BASES





enhance the appearance and value of vases and ornaments.

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SEMI-SQUARE—PLAIN EDGE

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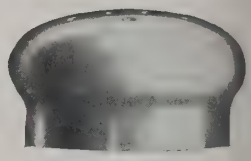
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SILVER PLATED AND LACQUERED.



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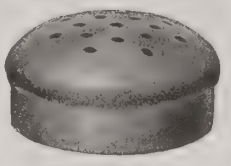


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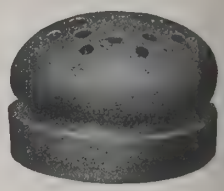


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By A Commercial Art Manager

Reprinted from *Printers' Ink*

IS it rather generally the case that the illustration and the typography deliberately draw apart, occupying prescribed positions, upon which neither must transgress? Are they somewhat distant, with sharp definitions and barriers set up? The artist says: "This specific space is mine, Mr. Typographer. You must not intrude. Keep your distance. I prefer to go it alone. I will get across my message with no assistance from you. I believe that type is a distraction. It takes attention away from my picture and this is exactly what I do not want."

And, in turn, the typographer is apt to remark: "It is all right to have the advertisement illustrated, but nothing must interfere with my set-up; the grace and charm, and balance of my composition. Frankly, if I had my way, I would run type, and no illustration at all. Then my own art could assert itself without restraint. These dabs of pictures are forever getting in my way and attracting the reader's eye, when he should, by every manner of reasoning, concentrate on the advertiser's message. If there must be a picture, keep it well away from my work."

Present-day procedure indicates that these barriers are being broken down and that a closer contact is being sought between picture and text. They do more than walk side by side through a campaign; they form a tapestry, a design, meshing closely, and operating in ideal harmony. If possible, they do not seek to express individual ideas, each complete in itself. The illustration is sometimes a postscript, or a piece of the pattern of type. If the picture can be made to lead the reader directly into the text, so much the better.

Formerly, an advertisement might contain an illustration which was in every way self-sufficient. With its headline or title, it represented a complete document. The copy writer picked up a new line of thought, and went on his own.

Here are a dozen instances of this more sympathetic relationship between artist and typographer, each indicative of a new and substantially different method.

"What Is the 'Man's World' Saying?" asks a Barbasol advertisement. A cartoon man, at the top, in his bathroom, bends down and forward, hand to ear, in a listening attitude. From that expectant ear radiate fine lines which terminate at various paragraphs of the text. It is a tapestry composition in every sense of the word, picture and type assembled as a whole.

In a small quarter-page design for Wittlife Bed Braces, it just so happened that the braces, when set up, were of the exact proportions of the advertisement and left a series of odd shapes top and bottom, and a sides. By setting type in some of these mortises placing pictures in others, the entire quarter-page be a design, a tapestry of words and picture, without i least confusing any of these parts. Moreover, a unconventional arrangement resulted, differentiatin advertisements from the general run.

Tying a Dog to the Text

"Hound Out Waste," headlines a Timken Bearing vertisement, and while the illustration at the top oc a space all its own, and the typography is compactl beneath, with no other pictorial effects to confuse truede, the two, nevertheless, are perfectly synchro The very position of a great hound dog, its nose po into the headline and the typography does this succes That sniffing nose and the crouching pose link th admirably.

A most ingenious idea was evolved for an entire of Camel cigarette displays, in color in periodical black-and-white in newspapers. The illustrations w drawn that they ran from side to side of the spac after a few lines of opening text, above, a white m was cut right through the picture, down which the graphy poured in a living stream, and this text w scriptive of the scene on either side. Here was syn ism again, deftly planned.

One of the most effective methods, of course, is to tuate paragraphs with pictures, avoiding congestion fusion and a too-patchwork design. When wisely ha such displays form an ideal blend of pictures with It is really using illustrations as illustrations were to be employed.

Often the spirit of the copy can assist in a co realization of this, as in a White Star Steamship piece of copy. "Madame's Day at Sea" is descri choppy little sentences, between each one of wh simple vignetted illustration is placed. But ma fact well, that this is not done indiscriminately. Co tion holds good. The amount of white space in is all studied out with great care.

"Madame yawns luxuriously," the narrative l "and opens her eyes to meet the smile of a soft- stewardess. Breakfast in bed. If you wish. Pr in your cabin; it is so restful." And Madame is at this juncture, gracefully yawning. And now to a sun-brightened deck, a couple of laps aroun

D. King Irwin

Suites 315-317

200 Fifth Avenue
New York

Iroquois China Co.

Syracuse, N. Y.

Vitrified China for Clubs, Hotels and general Public Use. Decorations underglaze and overglaze in both standard designs and for special order.

National China Co.

Salineville, Ohio

"La Rosa" and "Rose Marie" dinnerware; "National Quality." A line in which dissatisfaction is eliminated.

Paden City Glass Mfg. Co.

Paden City, W. Va.

Standard and staple glassware for all fields and in addition, colored cut and etched ware and novelties that sell rapidly.

Economy Glass Co.

Morgantown, W. Va.

Quality, design and beauty, combined with utility. Stemware and kindred items in colors, decorations, etchings and cuttings. Staples in lime blown. "ECONOMY" Tumblers.

A new line of Syracuse China dinnerware for 1927 is now being shown. It includes an interesting range of original patterns in both over-glaze and under-glaze treatments.

Some of the unusual color effects under the glaze represent a noteworthy ceramic achievement. Designs are decalcomania and hand-filled. They are presented on the distinctive Old Ivory body which has recently been developed — a true ivory in tone, beautifully translucent and with a brilliant glaze.

Every step from the creation of the decorative motif to the finished piece of china has been executed by expert designers, skilled potters and experienced decorators in our own organization. Onondaga Pottery Co., Syracuse, N. Y.; 342 Madison Avenue, New York City; 58 E. Washington Street, Chicago.

New York Imports

February 23

S. S. Nieuw Amsterdam from Rotterdam, Holland

Khouri, A. N., & Bros., 9 casks majolica, 8 cases glassware
Kupper, H. C., Inc., 5 cases majolica
Lazarus & Rosenfeld, 216 packages crockery
Roessler & Hasslacher Chem. Corp., 2 cases crockery
Hudson Fwdg. & Shpg. Co., 7 packages crockery, etc.
Khouri, A. N., & Bros., 16 cases majolica
Strauss, N., & Sons, 9 cases crockery
Equitable Trust Co., 51 cases crockery
Borgfeldt, G., & Co., 126 packages crockery, toys, etc.
Grace National Bank, 94 cases crockery, etc.

February 24th

S. S. Passat from Hamburg, Germany

Bloch, J. L., & Son, 95 cases crockery and lighting ware
Gimbel Bros., 1 case earthenware
Kupper, H. C., Inc., 1 case porcelain
Commonwealth Bank, 39 packages crockery, 5 cases enameled ware, etc.
Chatham & Phenix Nat'l Bank, 35 cases crockery
Butler Bros., 106 packages crockery, etc.
Tradesmen's Nat'l Bank, 40 cases earthenware, etc.
Bloch, J. L., & Son, 9 cases crockery
Phoenix Shpg. Co., 17 cases crockery, etc.

S. S. Aquitania from Southampton, England

Haviland China Co., 65 casks porcelain
Guerin Pouyat Elite, Ltd., 16 casks porcelain
Straus, N., & Sons, 11 casks porcelain
Vogt & Dose, 15 casks porcelain
Fenton, A. W., & Co., 1 case lamp shades

S. S. American Shipper from London, England

Vernay, S., Inc., 11 cases chinaware
Bank of The Manhattan Co., 6 cases glassware
Downing, R. F., & Co., 4 cases earthenware

S. S. Takaoka Maru from Kobe, Japan

Japanese Fan Co., 20 cases earthenware, etc.
Morimura Bros., Inc., 31 cases earthenware, porcelain, etc.
Mogi, Momonoi & Co., 28 cases earthenware, etc.
Meyer & Co., 5 cases porcelain ware, etc.

From Yokkaichi, Japan

Ross, G., Co., 4 cases porcelain ware

From Nagoya, Japan

Taiyo Trading Co., 273 cases porcelain and earthenware
Tuska, A., Son & Co., 95 cases porcelain
Morimura Bros., 428 cases porcelain, etc.
Bloch, L. D., & Co., 344 cases porcelain
Butler Bros., 68 cases porcelain
Mogi, Momonoi & Co., 134 cases porcelain and earthenware
Haruta & Co., 54 cases porcelain
R. & G. Import Co., 79 cases crockery

From Tokyo, Japan

Katagiri Bros., 2 cases porcelain

S. S. Colombo from Florence, via Genoa

Neuwirth, H., & Co., 3 cases majolicas

February 25

S. S. Alaunia from Liverpool, England

Haviland China Co., 71 casks porcelain
Haviland, Theodore, & Co., 47 packages porcelain
Guerin Pouyat Elite, Ltd., 23 casks porcelain
Bernardaud, L., & Co., 9 casks porcelain
Tharaud, J., 20 casks porcelain
Vogt & Dose, 18 casks porcelain
Wanamaker, J., 7 casks porcelain
Globe Shpg. Co., 3 casks porcelain
Bloomingdale Bros., 6 casks porcelain
Lazarus & Rosenfeld, 8 packages earthenware
Maddock & Miller, 1 cask earthenware
Bassett, G. F., & Co., 22 packages earthenware
David Collamore & Co., 12 packages glass and chinaware
Straus, N., & Sons, 4 crates earthenware
Guaranty Trust Co., 17 packages earthenware
Gerlach, F. C., 29 packages earthenware
Plummer, W. H., & Co., 2 casks glassware
Rich & Fischer, 2 casks china
Davison, J., Inc., 16 packages earthenware
Byrnes, W. J., & Co., 8 packages earthenware
Vogt & Dose, 3 casks earthenware
Rowland & Marsellus Co., 6 packages earthenware
Pitcairn, W. S., Corp., 35 packages earthenware
Gimbel Bros., 1 crate earthenware
Leyland, P. M., 4 packages earthenware
Tiffany & Co., 9 packages china
Boote, E., 16 packages earthenware and china
Dickinson, E. B., & Co., 20 packages earthenware
Tharaud, J., Inc., 6 packages earthenware
Barth, L., & Co., 2 crates earthenware
Fondeville, A. J., & Co., 11 packages earthenware
Bank of U. S., 6 crates earthenware
Maddock & Miller, 50 packages earthenware
Amer. Hawaiian S. S. Co., 122 packages earthenware, ages earthenware

S. S. New Britain from Antwerp, Belgium

Bloch, L. D., & Co., 27 cases earthenware, etc.

S. S. Wytheville from Rotterdam, Holland

Bloch, L. D., & Co., 130 cases earthenware and china
Herbert & Neuwirth Co., 20 cases glassware
Lazarus & Rosenfeld, 15 cases earthenware and china

S. S. Albert Ballin from Hamburg, Germany

Kupper, H. C., Inc., 1 case porcelain
Wildermann, C., Co., 4 cases crockery
Ovington Bros. Co., 13 cases earthenware, etc.
Bing, F., & Co., 6 cases earthenware, etc.
Hearn, J. A., & Sons, 8 cases earthenware
Eagle Shpg. Co., 8 cases earthenware
Powell, C. H., & Co., 33 cases earthenware, toys, etc.
Koscherak Bros., 9 cases crockery, etc.
Berner, A. V., & Co., 8 cases crockery
Modern Braid Co., 73 cases glassware, crockery, etc.
Sullivan, W. C., & Co., 69 casks crockery, 12 cases croc

February 26

S. S. Albert Ballin from Hamburg, Germany (Additio

Straus, N., & Co., 5 cases earthenware, etc.
Shaland, W., 45 cases toys, glassware, etc.
Bernard, J. E., & Co., 18 cases glassware, 7 cases toys,
Shoemann & May, 2 cases porcelain
Borgfeldt, G., & Co., 24 cases glassware, crockery, etc
Chatham Phenix Nat'l. Bank, 13 cases earthenware
Vandegrift, F. B., & Co., 5 cases earthenware
Byrnes, W. J., & Co., 8 cases crockery
Cahn, L. D., & Co., 20 cases enameled hollowware
Noe, W. R., & Sons, 133 packages glassware, etc.
Leonhardt & Brush, 16 cases hollow glass
Continental Ceramic Corp., 1 case crockery
Ruhe, F. H., 3 cases hollow glass
Straub, P. A., & Co., 32 cases china and earthenware, hollow glass, etc.
Friedlaender, O. O., & Co., 59 cases crockery, glassware
Nassau National Bank, 4 cases hollow glass
Fenton, A. W., & Co., 11 crates earthenware
Happel & McAvoy, 8 packages majolicas, etc.
Sheldon, G. W., & Co., 35 packages majolicas, etc.
Vandegrift, F. B., & Co., 15 cases majolicas
Globe Shipping Co., 6 cases majolicas, etc.
Phoenix Shipping Co., 48 cases glassware, 36 cases cases earthenware
Order, 7 cases crockery

S. S. Conte Rosso from Genoa, Italy

American Shipping Co., 9 cases majolicas, etc.
Gommi & Co., 4 cases majolicas
Perazzo, P., 14 barrels earthenware
Herbert & Neuwirth Co., 16 cases majolicas
Gantz, M. A., & Co., 3 casks earthenware

February 28

S. S. Maine from Antwerp, Belgium

Ovington Bros., 2 cases earthenware, etc.
Order, 42 casks crockery, 7 cases crockery

S. S. Paris from Havre, France

Haviland, T., 48 casks porcelain
Macy, R. H., & Co., 2 cases majolicas
Borgfeldt, G., & Co., 9 casks chinaware
Kraemer & Co., 4 cases chinaware

S. S. Washington Maru from Genoa, Italy

Order, 11 casks majolicas

(*Continued on page 60*)

CROOKSVILLE CHINA CO
U. S. A.



H-4 Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

THE CROOKSVILLE CHINA CO.
CROOKSVILLE, OHIO

REPRESENTATIVES

NEW YORK
L. Pasmantier & Sons
West 20th St.

EASTERN
V. D. Kinnan
Zanesville, O.

OHIO & MICHIGAN
J. E. Boring
Crooksville, O.

PACIFIC COAST
Harry O. Davis
728 S. Manhattan Pl.
Los Angeles

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel

CENTRAL WEST

Geo. Sedelmeier
9 N. East St.
Bloomington, Ill.

J. L. Weaver
Roseville, O.

H. L. Anderson
Box 373
Coffeyville, Kansas

Let us take care of your

Spring and Summer Requirements

in

Decorated Glassware

Our conceptions are the acme of originality and good taste.

Our reputation for quality and service is your guarantee that our lines are all they are represented—and more!

On glass we are showing many entirely different treatments. On china our line will be a revelation.

The name Flogel should not be omitted from your list when visiting the market.

Flogel Decorating Works
129 Fifth Avenue
New York

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

"You Can't Argue Against Conviction"



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the BUYERS LAMP JOURNAL is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

BUYERS LAMP JOURNAL
Chicago Ill.

Help Your Advertising

(Continued from page 56)

brisk pace, a loungy half-hour in a deck chair, reading or dreaming." The artist now joins in with a study of Madame in her deck chair. "Eleven o'clock, boullion. And then a new zest for action. Perhaps a few sets of deck tennis, or a game of shuffle-board. (It is fascinating.) Or a dip into the pool." The artist obliges with Madame's picture as, in a tidy bathing suit, she leaps into the pool.

"A savory luncheon," the little story resumes, "a bit of a rest in the sunshine, and off for the afternoon's deck-walk. Then perhaps a few rubbers of bridge till tea-time. A chat in the lounge. Below for a bath and into dinner togs." There is just a nook here for Madame pictured as she walks breezily down the deck. And: "After dinner, coffee in the lounge, then dancing or, if you prefer, bridge. And, before you tumble in, a last turn on deck to marvel at the myriad stars or the silver path from the moon to the rail." Then more pictures, to taper the tapestry off nicely.

With what charming words and pictures, this story is told and how wonderfully they operate together, arm in arm, as it were, right on through to the end.

It is a mistake to assume, as so many do, that to cut a mortise in the centre of an illustration, and place type there, means close harmony between the two. There is as much sharp division as when the picture is placed against white paper, at the top, and the type arbitrarily beneath, each in its own separate plot of segregated ground.

The same old conditions hold good, with no more than a change of method. And the great trouble with such layouts is that they are very apt to split up an illustration into fragments which, in turn, detract from the text and make it all the more difficult to concentrate upon.

etc. That they can be retailed from seventy-five cents to a dollar with a nice profit makes them an offering not to be overlooked. Another showing is that of a combination salad and cake set, consisting of a square bowl, cake plate and six salad plates. This is to be had in three most effective patterns. The decorations are in panel style with floral and bird centers. Popular in the American diet are waffles and here again the Borgfeldt firm have shown their clever foresight in the form of waffle and syrup sets. These consist of covered batter and syrup jugs with plates to match. They are shown in six different treatments all of which are exceedingly lovely. They come packed one set to a carton to facilitate handling. These may be retailed from a dollar and a half to two dollars, and should be in every store in the country as they are sure to go particularly well for the Christmas trade and as gift items. Some very snappy bridge sets are also shown in four solid colors of orange, yellow, pink and green. As fifty cent retailers they should be turned quickly and in nice volume.

New York Imports

(Continued from page 56)

S. S. Saugus from Naples, Italy
Hudson Forwarding & Shipping Co., 3 cases earthenware, etc.

March 1

S. S. Fenchurch from Marseilles, France
Lawrence Benson, 1 case pottery

S. S. Cabo Torres from Sevilla, Spain
Hall & Co., 18 packages crockery
Cleveland Sewall, 19 packages crockery
Dierchs, C. J., 17 packages crockery

S. S. Cherca from Leghorn, Italy
Granata, G., & Co., 31 packages earthenware
Order, 16 cases earthenware

From Naples, Italy
Hudson Forwarding & Shipping Co., 11 cases earthenwa
Order, 27 cases earthenware

S. S. Tiradentes from Antwerp, Belgium
Kupper, H. C., Inc., 1 casks earthenware

S. S. Letitia from Glasgow, Scotland
Gunthel & Cruveilher, 7 crates earthenware
Kupper, H. C., Inc., 4 crates earthenware

S. S. Martha Washington from Venice, Italy, via Trie
Bing, F., & Co., 14 cases majolicas and glassware

S. S. Alaska from Bordeaux, France
Atlantic Transport Co., 9 cases earthenware
Order, 54 cases earthenware

Growth of Incomes

(Continued from page 47)

1926. The figures by years show a marked increas ing the war period, followed by a decline in 1921 and and later by an uninterrupted expansion. In anothe the total current income figures are divided by index bers representing the average prices of goods pur by consumers, prices of 1913, being taken as a sta The results of this procedure show that the real i as expressed in 1913 dollars rose from $28,200,0 in 1909 to $52,900,000,000 in 1926. With the vi measuring the changes in the economic welfare people of the United States, in so far as income are an indication, the bureau undertook to compa variations in the national income from year to yea the variations in the total number sharing this inco directly, and also with the number classed as ga employed. In order to do this the bureau had to independent investigations of population growth in not covered by the census, and also to estimate the n of persons gainfully occupied. As a result, it was that during the first period of eight years, those fro to 1926, the per capita income in terms of 1913 increased 15 per cent., while during the last nine creased 26 per cent., indicating an upturn in the tr economic welfare in later years. A table shows th per capita income in current dollars increased fro in 1909 to $770 in 1926, while that in 1913 dolla from $312 to $455. The average income of person fully employed rose from $791 in current dollars i to $2,010 in 1926, while the average income increase $823 in 1913 dollars in 1909 to $1,166 in 1926.

For statistics of individual income for the purp its computations of income, the National Bureau o nomic Research remarks that it is forced to depen largely upon sources of information other than the furnished by the United States Bureau of Interna enue for individual income.

Wheeling Decorating Co.

Wheeling, W. Va.

d Encrusted and Hand Painted China and Glassware



ur line for 1927 will be replete with surprises. Don't miss it!

REPRESENTATIVES

E. TURNER
ddle West
Wabash Ave.
Chicago

I. SILVERBERG
2 East 23rd St.
New York, N. Y.

JULIAN GOLDBERG
313½ Liberty Ave.
Durham, N. C.

E. M. BARTLETT
Los Angeles St.
Angeles, Cal.

180 New Montgomery St.
San Francisco, Cal.

R. D. OTTO
Road Representative

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should h e. The illustrations alone would well repay th m for the outlay.

t contains a list of over 300 Ceramic Factories, wh short historical accounts clear and concise, d criptions of peculiarities of parts, glaze and c rings.

or a collection the book is invaluable as it will s e an amateur from many pit falls.

he chapter on "Values and Prices" has been r ritten and brought up to date and there is a n v index arranged on a novel plan so that marks c be readily identified.

Price $9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

George C. Kindt & Co.

INCORPORATED

The house of

Unusual Values
Distinctive Offerings
Real Service

Three features that continually make new friends for us and keep the old.

Always Something Different
For Special Sales

Ask To See Our
Dollar Day Specials

Our 1927 line is the greatest we have ever shown from the point of size and diversity.

Our enlarged lamp display comprises everything from boudoir to floor lamps in an array of alluring styles in bases and shades.

New ideas galore are featured in pillows, in silk, satin, velvet, leatherette, etc.

George C. Kindt & Co.

INCORPORATED

Manufacturers and
Factory Representatives

19-21 West 24th Street
New York

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMAN SEEKS POSITION

SALESMAN, successful, experienced, is open to travel for good factory or jobbing line, glassware, pottery or china. Accustomed to Mid-west and South West territory. Address Box 611, care CROCKERY AND GLASS JOURNAL.

SALESMAN FOR SPECIALTY TRADE

SALESMAN—wanted to solicit the Electric Fixture and specialty trade in New York City. Apply Box 607, CROCKERY AND GLASS JOURNAL.

DINNERWARE SALESMAN WANTED

SALESMAN wanted to carry dinnerware as a side line in New York and Pennsylvania. Commission basis only. Apply Box 608, CROCKERY AND GLASS JOURNAL.

BUYER CHINA & GLASSWARE DEPARTMENT

WE are looking for a competent man with retail experience to do the buying. Applicants must know the source of supply and be acquainted with the higher as well as the medium grade of merchandise, be responsible for the salesforce and stock clerks.

Apply by mail only to B. J.,
BLOOMINGDALE BROS., INC.,
59th St. and Lexington Ave., New York City.

TABLES FOR SALE

FOR SALE—Seven velvet covered display tables, in A-1 condition, Estate of David L. Wise, 10 W. 23rd St., New York City.

GLASS SALESMAN WANTED

MANUFACTURERS' SALESMAN wanted that has had experience selling glassware to large handlers, especially in the midwest. State what factories you have represented, class of trade you have canvassed and salary expected. Address Cooperative Flint Glass Company, Beaver Falls, Penna.

Buyers in New York

FEBRUARY 28, 1927

J. Hofheinz, notions, toys, Clawson & Wilson Co., Buffalo, N. Y., 43 Leonard St. (E. P. Knowles).

W. R. Renoux, china, Hopewell China Co., Hopewell, Va., Imperial.

C. H. Jones, lamps, art goods, Duffy-Powers Co., Rochester, N. Y., 1150 Broadway (F. Lilienthal & Co.).

MARCH 1, 1927

A. St. Louis, toys, housefurnishings, china, glassware, James Edgar Co., Brockton, Mass., Breslin.

W. J. Lawrence, glassware, Killian Co., Cedar Rapids, 105 Grand St. (Jay & Co.).

G. Succop, housefurnisings, toys, Penn Traffic Co., Johns Pa., 333 Seventh Ave. (J. M. Biggins, Inc.).

J. S. Hertogs, housefurnisings, Leader Merc. Co., Minne Minn., 1150 Broadway (F. Lilienthal & Co.).

J. Groner, housefurnishings, china, toys, C. H. Smith Son Oil City, Penna., 101 W. 37th St. (Jay & Co.).

O. J. Moser, mdse. mgr., toys, housefurnisings, I. Sulzbache Steubenville, Ohio, 1150 Broadway (F. Lilienthal & Co.).

C. Sonnenborn, fancy goods, toys, The Hub, Wheeling, W 131 W. 35th St. (J. Hartblay, Inc.).

E. J. Sachler, toys, Sol Whit, Wheeling, W. Va., Pennsyl

MARCH 2, 1927

Mr. Messenger, glassware, Jordan Marsh Co., Boston, 244 Madison Ave., 7th floor.

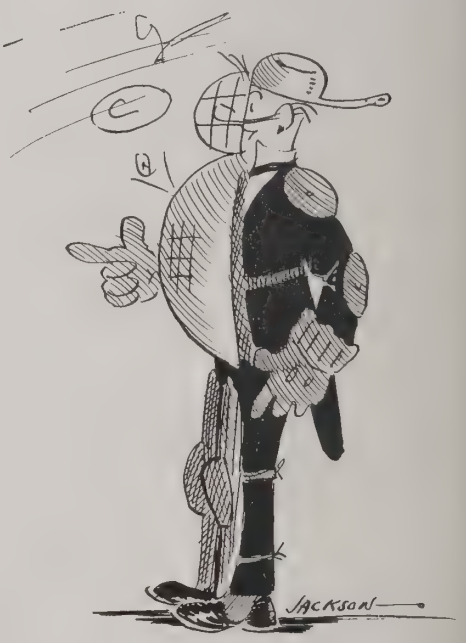
W. W. Taylor, housefurnishings, D. M. Read Co., Bridg Conn., 315 Fourth Ave. (D. G. Alliance).

W. R. Noll, housefurnishings, Nachman's, Newport Va., 1150 Broadway (F. Lilienthal & Co.).

C. W. Conant, glassware, Porteous, Mitchell & Braun, land, Me., 432 Fourth Ave. (D. G. Union).

F. M. Rieser, toys, novelties, Kline, Eppohimer & Co., Re Pa., 432 Fourth Ave. (D. G. Union).

PETER POTTER



Peter Potter addresses the Pottery, Glass and Brass S man's Association Banquet.

Well Known Czecho-Slovakian Line

Manufacturers of

Tea Sets, Coffee Sets, Breakfast Sets, Salad Sets, Bridge Sets, etc.

Also in Ivory

Wishes competent representative for the United States for part of his line

ADDRESS

Box 615 care of Crockery & Glass Journal

A Letter to the Editor

e Editor of THE CROCKERY AND GLASS JOURNAL:

1 seem to take a good deal of delight in telling other how to live and perhaps that is your business, but ns to me that you exceed your duty when you arro- he right to inform all of those who may happen to an occasional drink of "Scotch" on occasions.

ave been presented with a fine bottle of Scotch ey for Xmas, and it is before me as I sit at my riter and indite this letter to you. It bears the label MacDonald—a good, fair, well-bodied liquor which assured was bought before the War, and has been friend's cellar ever since. What right has any of law to make me a criminal if I partake of this it was intended that I do by the giver?

aim that any such law is an invasion of my personal r. I notice that you have referred to the so-called f Rights which secures to all men and women cer- alienable right to their personal liberty, which, as ay, are not inconsistent with the rights of others. lo you reconcile your statements?

ve just tasted of this bottle of liquor; I will confide , and I cannot see where or how I am invading the of any other person on earth. I find it excellent. ms my stomach, it inspires my thought. I cannot Mr. Editor, that I have wronged the community or to the lawlessness of general society in doing so. es me tired to be classed as a criminal for any such , and I notify you that before long there will be a against the sort of stuff you are writing.

u to show my independence of such truck as you are I have taken another drink of the aforesaid most it Sandy MacDonald, and I will say to you that it is as smooth a drink as a mna ever put into his sys- The second drink, which I shall soon follow by a makes me more certain that those who feel their s require stimulants, should band together, organ- start a campaign to floor this Volstead business if e done.

Nor, Mr. Editor, I am no bum and can't make me . I like a little drink now and then, and I have third, or maybe it is a fourth, and I am more than nvinced that any man that doesn't is a big idiot. y that this evabion of the law is producing a state irs in our Grear mand Glorious Country. You are This ciuntry is jess as good as it ever was and great deal better country and will leabe it to you sn8t, when we had free rum.

n&t say to you that this sccitch is all right. A lot vouldn't do us harm. When we ened stimulany d it. My grandfather was broughr up onrrunm. ad it in the housd all the time. They dranj it and even the ministew drank it when he come to use. It&s a pretty kindf of a ciountry when a n is better than his gundfaher. I can drink this Scutcg all day and not be no worst a citozen than efote. I could drink this whole wauet and neger an itelash.

I wan to say to tou that t ere are 34"—to the lasr cendus free american citizens in the Ud. D. S. There are no bumbs, I sa y to you thay youe make me sick.

Well, sir, me Editor, wheb I satartef out to write this lerret, I had no 37343 3 a notion to taje micg of ypur ti,e seth May is allright in hid plaxe, he8s a smaet alex. There(s no proof of the giuuilt of the arsotock shriegg9h. I know sherifg Grant. I Wan8t To emphaASixw the fact that HEX ALKRIGHR.2.

Thesw typrwrutet keys are buxxing aroubd so I canj wrote no more Bue whay I wheat of yoi is ti remund yio oner agaon abd agnain thqut you arw dead wong ib consfenging evert bohy whu drinls as a bonbm. We aint criulals. We are as goof meb as yiou. WE mau take a DrinNr oR not as fEE% abo&y iY. but wE ain½t no bUmS.

Il will sat inxlosing, thqt I wisg yiu a 2merRt Chsigy- wax" and %hayoy New Yrare"

Rexoectfilly yioytdx o8Bb&t Swru-½T.

Retailers Picked for Chicago Board

In reorganizing its committees for 1927 the Chicago Chamber of Commerce has selected representatives from all the leading types of businesses. Clothing, furniture, women's apparel manufacturers, mail order firms, retail merchants and textile companies appear in the lists.

The members of the 1927 Executive Committee are B. J. Cahn, of B. Kuppenheimer & Co.; Thomas H. Eddy, of Marshall Field & Co.; John T. Pirie and Frederick H. Scott, of Carson Pirie Scott & Co.

Mr. Scott is chairman of the Domestic and Foreign Commerce Committee. Other members are E. M. Skinner of Wilson Brothers; Alfred Decker, of Alfred Decker & Cohn; Hugon Hartmann, of Hartmann Trunk Company; Dr. Robert H. Harvey, of D. B. Fisk & Co.; Stanley Keith, of Keith Brothers & Co.; Harry R. Kern, of Hart, Schaffner & Marx; William H. Mann, formerly with Marshall Field & Co.; J. F. O'Brien, of Seiz, Schwab & Co.; Dudley C. Palmer, of Percival B. Palmer & Co.; Marvin B. Pool, of Butler Brothers; Morris Woolf, of Morris Woolf Silk Company; George W. Young, of Marshall Field & Co.

McCreery Directors

John A. Hengerer and Charles H. Nearing were elected to the Board of Directors of James McCreery & Co., New York, at the regular meeting of stockholders held in New York recently to fill the vacancies.

Mr. Hengerer is divisional merchandise manager of the first floor departments and Mr. Nearing divisional merchandise manager of accessories. These executives fill the posts formerly occupied by C. A. Could, who has retired from active business, and J. J. Burell, who resigned to become associated with the May Company of Los Angeles.

Send Peter Potter a Suggestion

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PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 10

MAR. 10, 1927

MAR 17 1927

IN THIS ISSUE

What's New in New York Showrooms—two pages devoted to new items in the trade that are attracting the attention of buyers

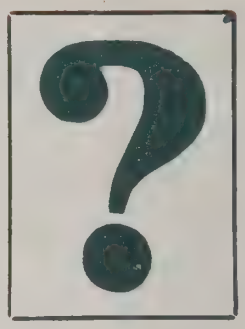
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Vol. 104. No. 10. Mar. 10, 1927.

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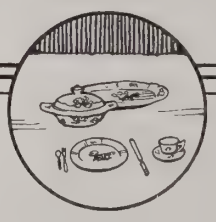
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Vol. 104 March 10, 1927 No. 10

AS THE EDITOR SEES IT

Fifty business men representing thirty-five trade associations, meeting in Chicago under the auspices of the Trade Relations Committee of the Chamber of Commerce of the United States, decided that there were many reprehensible trade practices which ed correction. These are ordinarily classed as unethical t ey fall also within the category of economic wastes. A an indication of what business could do in the way s f-regulation or self-government it listed some of es practices. Among these are:

U ust returns of merchandise.
F ures to deliver at appointed time.
M representations of merchandise by salesmen.
U easonable cancellations.
D egard of shipping instructions.
Sa smen promising things employers can not fulfill.
Se ing competitors when line is stated to be exclusive.
Sa smen urging retailers to overbuy.
Fa ures to confirm orders.
De vering merchandise not according to samples or to ec ations in an order.
Ac pting orders which can not be delivered.
De vering more than was ordered.
Ta ing discounts not earned.
De vering imperfect or soiled goods.
Un easonable demands for concessions.
De vering invoice ahead of goods.
Se ing up the necessary machinery for the correction of these abuses is now recognized as the immediate task of business self-government. Once that is done it can move to higher levels and go into wide fields to set up standards of ethical business practice.

Too Much Organization

Whether the tendency toward organization is heading toward ineffectiveness and confusion is a question raised by the Organization Service of the Chamber of Commerce of the United States. This it characterizes as a "dangerous centrifugal force" in the chamber of commerce field, resulting in the creation of innumerable special organizations each for a specific purpose.

Multiplication of organizations, it is held, is threatening the efficiency that comes with unity of purpose. "It is the old, old question," says the Organization Service, "of the sacrifices we are willing to make of our particular interests for the general interests. If we are going to let the immediate demands of financing a new activity result in the setting up of numerous independent and self-financed research and promotional activities in what is the chamber of commerce field, then we are going to sacrifice for one set of practical considerations the greater practical consideration of stronger, unified organizations of business interests in our communities."

Czechoslovak Glass Products Enjoy Worldwide Reputation

The manufacture of glass is one of the oldest branches of Czechoslovak industry, the first glass works in Bohemia having been founded early in the eleventh century. It is estimated that the country has an annual manufacturing capacity of 415,000 tons of hollow glass, 132,000 tons of plate and window glass, and 187,000 tons of special glass, says *Commerce Reports*. The fact that the Czechoslovak domestic market absorbs only 20 per cent of the entire production makes it necessary for the industry to depend upon export trade for its existence. In recent years, however, the situation of the industry has been adversely affected by a variety of causes, notably high protective tariffs and the keen competition of certain European countries with depreciated currencies.

A branch of the industry, known as Gablonz, includes a vast quantity of glass art goods and imitation jewelry; the most important line of manufacture consists of glass beads and imitation pearls. For these products the types favored by different nations are made the subject of careful study and cataloguing; for example, amber and ruby colored bangles are much in demand on the Indian and Egyptian markets. British India, next to the United States, is the best customer for this kind of goods.

Favorable Trade Balance Steadily Maintained

Up to the present time Czechoslovakia has met with gratifying results in its efforts to find foreign markets for its goods; the balance of trade has steadily remained favorable, even during the past three years when Czechoslovak goods were called upon to face severe competition on the part of other European nations. For 1925, imports totaled 17,594,245,000 crowns ($526,900,000) and exports 18,798,953,000 crowns ($563,900,000). Preliminary figures for 1926 show imports valued at 15,263,000,000 crowns ($457,890,000) and exports at 17,858,000,000 crowns ($535,700,000). While the favorable balance for 1926 is larger than in 1925, it was achieved with a smaller volume of trade than in the previous year, owing to the condition of depression which generally prevailed throughout 1926.

Trade Relations Between Czechoslovakia and United States

The year 1926 witnessed a strengthening in the trade with the United States. While Czechoslovak exports gained somewhat on the American markets, a greater variety of American imported products were to be found in Czechoslovakia. The imports of American raw materials are necessarily affected to some extent by the industrial situation, but the present low level of cotton stocks seems to presage increased imports of this commodity. Sales of American grain lost some ground last year, partly on account of increased purchases of the Hungarian product and partly on account of favorable local harvests.

Imports of American automobiles have been steadily increasing, and from present indications the progress fair to be sustained. The prospects for American tob lubricants, and machinery also are favorable. Among cles for which particularly attractive sales possibilitie believed to exist are household, store, and office equip toilet articles, and similar manufactured specialties e ing into daily personal use.

[A Trade Information Bulletin, describing in detai resources, trade and finances of Czechoslovakia, has prepared by the Bureau of Foreign and Domestic merce and will be published shortly. It may be obt direct from the Superintendent of Documents, Go ment Printing Office, Washington, D. C., or through of the district or cooperative offices of the bureau, price of 10 cents.]

New Zealand Buys More American Goo

Rapid progress is being made in New Zealand by A can exporters. One-fifth of all imports into the Dom during 1926 originated in the United States, as com with 11 per cent for 1914, 16 per cent for 1924, an per cent for 1925. In a country thoroughly committ an imperial-tariff preference, this is a notable achieve and speaks well for the merits of American goods.

There being no large wealthy class and none o really poor in the Dominion, wealth is well distribute the purchasing power of the population unusually Naturally such conditions lead to high living stand and manufactures that contribute to the individual's being are in good demand.

Probably no country in the world imports so muc capita as New Zealand. About $190 worth of goods imported into the Dominions during 1926 for each 1,354,000 inhabitants. Of this amount $80 worth inated in the United Kingdom, $37 in the United S $17 in Australia, and $12 worth in Canada.

The market is growing steadily as the populatio creases, and it merits the earnest attention of ever porter.

Trade Information Bulletin No. 418, entitled Zealand: Its Resources and Trade," discusses the Zealand market at length.—Emmett A. Chapman, *merce Reports*.

Bloomingdale Plans Building for Deliv

Bloomingdale Bros., New York, anticipating a ne the most modern delivery system, have purchased a tire block in Long Island City, N. Y., 200 by 63

The plans call for a six-story-and-basement rein concrete building on the entire plot, giving a total area of about 882,000 square feet. This area is e lent to six or seven city blocks or twelve acres of space.

The greater part of this building will be used f livery purposes. In part it will be a warehouse fo ing of several million dollars' worth of furniture d ding, house furnishings, china, glassware, rugs, c

um, toys, radios, phonographs, pianos, sewing ma-
s, electrical appliances, household appliances, etc.
me merchandise now being stored in the store build-
t Lexington avenue, Manhattan, will be transferred
e new warehouse in Long Island City. In this man-
it is explained, additional space will be available in
tore for the much-needed display of merchandise,
nore selling space.
oomingdale's claims to be the first department store
e East to erect a combination warehouse furniture
emote delivery station as well as a garage building.
idea has been entertained in the West, but not in as
proportions as planned by Bloomingdale's, officials
re.
ere are many features that will expedite delivery fa-
s—the new warehouse will be located near the New
store—accessible by the B. M. T. and I. R. T. sub-
y for the Hunter's Point avenue station is directly op-
the property. It is planned to erect a railroad sid-
rom the main tracks of the Long Island Railroad,
ill run into the first floor of the building for the re-
f merchandise by rail. Trucks will have a receiving
also.
e following departments are planned in the ware-
. A repair and paint shop and equipment for the
ng of electrical trucks; a piano factory for the com-
assembly and manufacture of pianos, vaults for the
e of furs as well as for repair rooms, storage facili-
r office records, store supplies, such as sales books,
stationery and printing presses, workrooms for car-
inoleums, awnings, window shades, draperies and
tery.
most modern facilities for care and comfort of
yes will be incorporated in this new building. A
ia is planned, as well as recreation, club, shower,
d locker rooms. Everything will be on hand to
te the comfort of employes and in such a manner
service and salesmanship will be developed.
most highly developed and scientific systems of
ng" used in the transportation of merchandise from
nufacturer to the customer will be employed—eras-
chances of error, delay and needless waste.
building plans are being made by Abbott, Merkt
of New York.

Dry Goods Men Plan Ad Drive to Reach Retailers

Political customs were ignored when W. M. G. Howse, the Johnston & Larimer Dry Goods Company, Wichita, Kan., was unanimously re-elected president of the National Wholesale Dry Goods Association for the third time in New York, recently.

W. G. Patrick, chairman of the nominating committee, declared that the executive committee had requested that Howse accept another nomination because the plan developing a special committee to study distribution problems had originated, with him and the committee did not deem it wise to "swap horses in midstream."

Other officers elected were: James M. Easter, of the Daniel Miller Company, Baltimore, first vice-president; James Rae, of the Arbuthnot-Stephenson Company, Pittsburgh, second vice-president, and George A. Fernley, Philadelphia, secretary-treasurer.

The executive committee comprises the following wholesalers:

Willis P. Munger, Burnham-Munger-Root Dry Goods Company, Kansas City; H. Dumesnil, Carter Dry Goods Company, Louisville, Ky.; W. A. Buchanan, Butler Brothers, New York; W. G. Patrick, Decker-Patrick Company, Salt Lake City; William E. Darnell, Watson & Co., Philadelphia; Ernest W. Stix, Rice-Stix Dry Goods Company, St. Louis; Fred R. Castle, Richardson Dry Goods Company, St. Joseph; W. R. King, William R. Moore Dry Goods Company, Memphis, and S. M. Bond, Root & McBride Company, Cleveland.

It was recommended that a committee be appointed to consider a campaign of advertising by the wholesalers. This action was the result of a talk by Ralph K. Guinzburg, vice president of the I. B. Kleinert Company, who stated at one of the earlier sessions that space could be secured in the leading trade papers for about $25,000 a month. He stressed the necessity of pointing out the functions and importance of the wholesaler and in getting this message across to retail merchants.

One of the interesting sidelights of the convention was the address of S. R. Glassford, of Bliss Fabyan & Co., in which he pictured the position of the retail merchant as regards the other factors in the economic scheme of distribution.

"As expressed by one of our bankers here about a year ago," said Mr. Glassford, "the situation today is that the manufacturer no longer occupies the saddle, but is doing the walking. Another way to put it is this, that the potential capacity of the country to produce textiles has increased at such a rate as to pass, by some margin, the point of demand. In other words, we have had too many potential spindle hours in this country. Uncontrolled surplus of merchandise brought about what is best described as a buyers' market, the uninterrupted continuance of which has proved to be disastrous to the manufacturing interests and uncomfortable—to put it mildly—for wholesalers' interests.

"The law of necessity is applying drastic remedies, but it is too soon as yet to say to just what extent the ills of the situation have been corrected. It is certainly much better today than it has been for four years."

Wages Raised 5.2 Per Cent in 26 Industries

According to the monthly economic news letter of the Labor Bureau, Inc., "sixty-four wage increases and sixteen decreases were reported during February. Half of the cuts were in textile mills, and more than half the gains were recorded by the printing trades. Advances of from 2c to 3c an hour were awarded railroad workers, dispatchers, conductors, trainmen and some of the shop crafts. According to the United States Department of

(Continued on page 29)

CAUGHT IN THE NEWS NET

GEORGE S. DUNBAR, secretary and sales manager of the Federal Glass Co., Columbus, O., arrived in New York Wednesday. He expects to be here for several days in the interest of his firm.

Edward Reiwald, of the A. J. Fondeville & Co., sales staff will leave next week on a short selling trip to Philadelphia and Boston.

Oswald Clayton, china and glassware buyer for M. E. Blatt Co., Atlantic City, and Mr. Maloney, who holds a similar position with the Callender, McAuslin & Troup Co., Providence, R. I., and R. Niehaus, china and glassware buyer for Scruggs, Vandevoort & Barney, St. Louis, were buyers visiting the market this week, placing orders for their departments. Others in town were Miss McMurray, glassware buyer for the Steinbach store, Asbury Park, N. J., and Mrs. Jaime Sourasky, who was making purchases in glassware for "La Industrial," Mexico City, Mexico.

For the first time since last November, *Miss Westchester 2nd*, E. W. Hammond's fast motor boat is in home waters. *Miss Westchester* arrived Wednesday from Palm Beach and was shipped that evening to Larchmont, N. Y., her home waters, where she will have a good rest before competing in the regatta of a Boston racing association, next June.

Louis Reizenstein, who has been spending the last month or so in New York in the interest of his glass decorating business, left Wednesday night for his home in Pittsburgh. While in New York Mr. Reizenstein made his headquarters as usual at Herman C. Kupper's showrooms, 39-41 West 23rd St.

George Tonolla, of the Morimura Bros., Inc., sales staff, returned Wednesday from a selling trip that took him through the New England States, Baltimore, Washington, and Pittsburgh. George W. Brownley, salesman for the same firm left this week for a flying trip to Pennsylvania and parts of New York State.

W. D. Stone and Mr. Johns, of the Perfect Glass Co., Cameron, W. Va., made a brief visit to New York last Friday to go over the local business situation with their representative Frederick Skelton.

Arthur Mayer, of the Mayer China Co., Beaver Falls, Pa., dropped in last Friday for a chat with the concern's New York agent, Frederick Skelton. Mr. Mayer from New York last Saturday for Trinidad on a v trip.

Thomas G. Jones, who as recently announced Crockery and Glass Journal, has just taken representation of the Albright China Co., Carrollt in the New York market, has now on display at his room the new samples from the factory. Abou decorations shown on three shapes are included exhibit.

"Sid" Thompson, head of Copeland & Thompso is scheduled to depart on Sunday for Boston from he will continue on west. He will be away until th part of June. W. J. Craig, also of the Copeland & T son sales force, left Monday of this week and wil the road until June 1, covering the South and as f as the Pacific coast.

N. L. Lee, production manager for the past tw at the Libbey Glass Mfg. Co., Toledo, O., facto just recently been transferred to the concern's Ne office to assist Manager R. I. Ratner. Announce made at the same time that hereafter this office i a direct factory adjunct and will in future han entire Eastern territory.

Announcement is made through the New Yor of the A. H. Heisey Glass Co., that a contract h closed to furnish the glassware for the Brigantin Atlantic City, N. J. Delivery is to be effected Ma

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J. S. Lauterbach, manager of the import china ar ware department of Louis Wolf & Co., is sched depart next Sunday for the road covering territor as Pittsburgh. He will be away until the first May and upon his return home will take a short following which, on June 4th, he will sail for a Eu buying trip aboard the *Paris* and will remain abro September.

Richard I. Ratner, manager in charge of the L Glass Mfg. Co. New York office, is now away to the Pacific coast. Mr. Ratner, who is takin a forced vacation on account of eye trouble, is on o Raymond & Whitcomb tours and according to the h will be away until the end of March. He writes h eyes are improving greatly.

esident Rosenfeld Offers Prize for Membership Drive

us Rosenfeld, of Lazarus & Rosenfeld, the newly
d president of the Pottery, Glass & Brass Salesmen's
iation, has generously offered a prize of a gold watch
e member who secures the largest number of new
ers during the year 1927. Application blanks have
nailed to members of the Association and it is cer-
hat with the prize offered by President Rosenfeld
een competition will prevail with a decided increase
nbership as a result.

cvin M. Knowles to Make Big Expansion

alf million dollar expansion program was announced
by the Edwin M. Knowles China Co., operating
at Newell and Chester, W. Va. Two Harrop type
kilns are to be erected at the Newell Plant. Four-
pright kilns are to be raised to make room for the
lns.

s improvement will increase the volume output of
ewell plant from twenty-one to thirty kilns.

Homer Laughlin to Award Kiln Contract

ntinuous decorating kiln contract is to be awarded
y the Homer Laughlin China Co., who are awarding
cts for another plant at a cost of one million dol-
. Dinnerware plant extension in the East Liverpool
i this spring will total million and a half dollars, in-
li the expansion program of the Edwin M. Knowles
Co.

Frederick Skelton Remodels Showroom

The visitor to the showroom of Frederick Skelton,
ufacturers' agent, in the Fifth Avenue Building, 200
th Ave., will have a very agreeable surprise when see-
th place.

The large entrance room has been completely remodeled
redecorated. Mr. Skelton is leaving nothing undone
put his salesroom on a par with the finest among the
ic glassware representatives.

The improvements include the installation of handsome
ro backed wall fixtures and mirror topped tables and
ew lighting system and fixtures. All of this makes a
tching background for the lines of the H. C. Fry
ss Co., the Diamond Glassware Co. and the New
ti ville Glass Mfg. Co., which are shown to much
er dvantage than ever before. French gray has been
lo d as the color scheme for the new fixtures and
es.

Leipzig Fair Opens

The nnual spring fair at Leipzig, Germany, was opened
ch 6th, under ideal weather conditions and with an
al ttendance that easily equalled the record for the
in day. Figures issued by the management showed
t first day's vistors exceeded 100,000, of which
00 were foreigners. There were 9,300 exhibitors, of
m ore than 600 were foreigners.

The tendency was toward lower prices especially for staple articles popular in America. Business was brisk with quick bargains and, in the opinion of many American buyers, the best since the inflation period.

New Namm Directors

At the regular monthly meeting held recently, three new members were elected to the Board of Directors of the A. I. Namm Department Store, Brooklyn. They are Samuel Shapiro, Irving C. Fox and Edwin A. Godley.

For the last twelve years, Mr. Shapiro has been with the store as furniture buyer.

Mr. Fox has been general counsel of the Namm Store for the five years and in addition is assistant to the president.

Mr. Godley became connected with the store five years ago as office manager and is now controller and a member of the Finance Committee.

Officers of the store are: Benjamin H. Namm, president; E. A. Baum, first vice president; H. Neaderland and B. L. Brown, vice presidents; E. A. Godley, treasurer, and Irving C. Fox, secretary. Other members of the board are R. M. Baum, C. Namm, E. Namm, S. Weil and T. Reed.

Forestry Department to Hold Box Course

The regular spring short course in box and crate construction offered by the U. S. Forest Products Laboratory here will be given April 18 to 23, according to an announcement from the federal laboratory. The container courses are given twice yearly for manufacturers and box makers who are interested in developing packages which will give adequate protection to merchandise with a minimum of lumber, shipping space and weight, and at a reasonable cost.

The principles underlying good container construction are presented to the container classes by means of lectures, discussions, and demonstration tests. For making the demonstrations a 14-foot and a 7-foot box testing drum, a sway-impact machine, and a number of universal testing machines are used. Some of the tests are planned to show advantages and limitations of different styles of nailed wooden boxes, of wirebound boxes, and of fiber boxes; importance of adequate nailing; effect of varying the number of pieces in sides, top, bottom, and ends; advantages of hardwood ends and cleats; effect of using green lumber, and advantages of metal strapping; and tests of crates to show best types of construction for various loads.

To insure adequate attention to the problems of the individuals attending the course, each man is granted personal consultations on his own problems with members of the box laboratory staff. Firms represented may submit a limited number of containers for inspection for possible improvements.

The roster of firms represented in past boxing classes covers a wide range of industries.



WHAT THE POTTERIES ARE DOING



Dinnerware Business on Upward Trend

QUITE a few dinnerware manufacturers declared this week that new business has a decided upward trend, and that plants are working on better schedules than for several months. Especially is this said to be the situation prevailing at a number of potteries outside the East Liverpool district.

Many department store buyers have been interested in dinner sets for special sales, and inquiry for this class of merchandise is rather active now. Where special sales have been put on, buyers have announced that dinnerware moved nicely, and that some exceptional values were offered the trade. In one particular instance, the sale put on by the B. Nugent & Bro. Drygoods Co., at St. Louis, Mo., a special was made of 100-piece dinner sets at $15 was considered the "town's talk."

Many other department stores have featured similar sales during the last few weeks, and these sales have been followed by the receipt of new business at the factories.

The larger potteries in the local district are reporting active operations in all departments, and production schedules in some of the smaller plants shows a slight increase. Two local plants are absolutely inactive so far as clay shop production is concerned, and with no indication when operations will be resumed.

Mail orders have been improving, although some days business is considered spotty. Steady shipments, however, are being made on all large contract business, and this in the main has to do with the merchandise wanted by the syndicate distribluting interests.

Edward L. Carson European Rotary Representative

Edward L. Carson, of the official staff of the Homer Laughlin China Co., has been selected as a representative of the East Liverpool Rotary Club to represent that civic organization at the international meeting that will be held in Sweden next June. Mr. Carson has made application for his passports, and will sail from New York late in May for Europe.

Southern Potteries Completing Extensions

Factory extensions are now being completed at the plant of the Southern Potteries Co., Erwin, Tenn., which includes the completion of a new double decorating kiln. In addition the most recently designed machinery for the decorating department is also being installed in the decorating department. The entire decorating shop of this plant will be equipped with these machines within the next few months, all of which will add materially to the output of decorated ware.

"We are operating this factory at capacity," sugge Charles W. Foreman, president of this company, week, "and from a business standpoint I would say 1927 seems to indicate that we will work our Edwin full time throughout the year."

Recently this firm has added a number of new patt on its Ransom octagon and plain shapes, which are featured this year in a white body.

Ivory Body Demand Keeps Steubenville B

The steady increase in demand for Ivory body din ware has caused the two plants of the Steubenville tery Co., Steubenville, O.. to be operated about full on this production. Ivory body has almost entirely planted the old white body lines," commented H. D. W ringer, head of this company, Wednesday. "My pers observation is that ivory body will be a good retail pr sition for years to come," Mr. Wintringer said.

"Holding Own" Says Guy E. Crooks

"We are holding our own with all the other dinenr plants," was the view expressed this week by Guy Crooks, of the Crooksville, (O.) China Co., whic taken to mean that the plant is being operated on a ra active schedule. The new decorations featured by factory during the January market season are in good demand, according to Mr. Crooks.

George Dinkel Representing Albright

Announcement has been made by J. I. Lore, of the bright China Co., Carrollton, O., that George Dinke 93 Summer St., Boston, Mass., has been made the England representative for this interest, which also erated a plant at Scio, O., in addition to one at Carro Thomas G. Jones, 200 Fifth Ave., New York, has appointed the Metropolitan district representative for two plants.

The general dinnerware lines of both of these fact will be displayed in detail by both these representativ

Younker Bros. Takes Harris-Emery Co. S

Western dinnerware salesmen have advised home o that stock of the Harris, Emery Co., Des Moines, Ia been transferred to the Younker Bros. store, the interest having recently announced having purchase business of the former. About 200 of the employe the Harris, Emery store have gone over with the Yo Bros. store, and the New York offices of both stores been consolidated, it is announced. It is also said th china and glass section of the Younker store will bea mented as a result of the consolidation of the tw terests.

National Ivory Dinnerware Takes

Our new line of ivory dinnerware had an excellent ption at the Pittsburgh show, and has been moving ely ever since," declared Frank P. Judge, Jr., sales ger for the National China Co., Salineville, O., nesday. "Our 'sweet pea' decoration and our new e borders are commanding a heavy volume of busi- and it appears to us that the retailers are having lent results with these lines."

ncerning the outlook for business for the current Mr. Judge said: "Business will have to be sought, ere will be practically no voluntary buying as we ob- the situation now. If sales are to average better last year, a lot of hard work will have to be done by ales department of all lines of business, and this ts that we are going to best efforts forward all the "

Carrollton on 90 Per Cent Basis

e plant of the Carrollton Pottery Co., Carrollton, O., w operating on a 90 per cent basis, it was announced veek by Roy E. Henderson, president of the corpora- "While we do not anticipate anything unusual in the of business for the balance of this year, we believe will be a good average business, consistent with the for all those who attend to their job and give it a working," Mr. Henderson suggested.

"We are going to continue the production of our 'Su- r' shape in white wear, and only recently have added al new border patterns to our sample lines. Our luster rim with border decorations has met with an ual heavy demand from the general trade, and we are preparing for an increase of business in this line of ation."

Local conditions have considerable to do with dinner- in the opinion of C. Pinkney Jones, president and al manager of the George V. Millar Co., of Scranton, who this week said: "Due to the lack of demand nthracite coal, which may in a large part be attrib- o the temporary use of anthracite coal substitutes as lt of last year's coal strike, business throughout the acite region has been rather quiet this winter. The al outlook for busines in this section for the balance year is not particularly promising. However, as the d for the finer grades of dinnerware and glassware ds upon the spring and fall weddings and other func- we are looking forward to a fair business this year retail department."

Morris Bergman Visits East Liverpool

Morris Bergman, of New York, made his first visit East Liverpool market last week since early in Jan- He came here for the purpose of buying for both liate and future delivery.

Oklahoma Wants Better Grade Ware

The demand for the better grade of ware is increasing rapidly in the Oklahoma territory, according to D. L. Parkhurst, manager of the hotel department of the Doc and Bill Furniture Co., of Oklahoma City, Okla. This house handled hotel and restaurant ware exclusively and has never been interested in dinnerware.

"Since the first of the year the demand for hotel china and glassware has been very good," Mr. Parkhurst said. "The prospects for the future are very bright, and we are anticipating a good steady trade. Our business and prospects are due mainly to oil developments within the reach of Oklahoma City, and this development is increasing rapidly. The demand for a better grade of ware is increasing rapidly, many hotels and restaurants that have been using the semi-porcelain lines of hotel ware changing to the better grades of American hotel china. And the same can be said about glassware—the better grades being in heaviest demand. Because of the present situation in this respect we are being forced to make greater anticipation with our orders for these lines of china and glassware."

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New York Interests After Citizens

New York interests are said to be negotiating for the purchase of the plant of the Citizens Glass Co., at Barnesville, O., according to information reaching this district. The property has been idle for about two years. Intent of the proposed purchasers of this property has not been made known.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Pittsburgh Inaugurates Business Boom

WHOLESALE and jobbing interests located in the immediate Pittsburgh territory have sent out over 100,000 invitations to merchants handling all kinds of merchandise to visit this market during the week of March 14.19. In fact, the proposal is the largest business building proposition of the character ever inaugurated by Pittsburgh interests.

The plan which originated with the Pittsburgh Chamber of Commerce, with special work being done by the wholesale and jobbing division of the Chamber, has gone over big from the very beginning, and as a result the china and glassware lines sold by jobbers and resident agencies here will be included in the market week.

It has been estimated by the officials of the Chamber of Commerce that over 100,000 merchants are doing business within a radius of 200 miles of Pittsburgh, and as a result all of Western Pennsylvania, Eastern Ohio and West Virginia and a part of Maryland has been included in the large mail list. Although the plan is the first of the character ever designed here to put forward a regular "Market Week" responses already received from the early invitations sent out indicate that the market will be literally flooded with buyers of all kinds of merchandise during the forthcoming week.

In connection with this big feature, it has also been represented that as a result of statistics gathered by the Pittsburgh Chamber of Commerce, upward of $12,000,000 is invested in buildings and stocks of local department stores, and not a small portion of this investment represents merchandise in the china and glass sections of these stores. Considering the population of the Pittsburgh district, the territory is better provided with modern department stores than any other community of the same size in the United States.

Decorated and Colored Lines Active

"Colored and decorated glass lines have shown much activity during January and February, and it is our belief that sales will continue to increase as the season advances," suggests A. A. Blankenmeister, in charge of the china and glass division of the B. Nugent & Bro. Drygoods Co., St. Louis, Mo. "Our sales in this department for the first two months of the current year are very much in excess of the records for the same months a year ago. We are looking forward to gr increased sales during the next month or so, and a annual anniversary sale will take place this month will put before the people a larger and more widel lected line of dinnerware and glassware, and at e tional prices, which leads us to believe that we will pass all former sales records."

A few weeks ago this firm put on a sale of Ame dinnerware, offering a set of 100-pieces at $15, an exceptional value, and although this sale went over there was a corresponding increase in the sale of g ware. It has been explained that by the featurin one line in the department, larger sales were mad other sections also.

West Fears Increase in Import Volume

"The only thing the glass manufacturer has to this year is the increased volume of imported deco and colored glassware," announced Charles H. We the Westmoreland Glass Co., this week. "This lin goods is coming into New York and other eastern board cities in very large volume. Whether the p eventually will buy this imported glassware remai be seen, but there is one fact that cannot be denied that it is impossible for the American glass man turer to compete with low wages paid in European tries." So far as the Westmoreland company is cerned, the management is looking forward to good ness during the current year, and this view is because of the fact so many distributing interest placing orders in large volume, and this volume i confined to any individual territory. "We are o opinion the financial situation is very good, and v not think that any merchant has an excess sto glassware. I have just returned from an eastern i Mr. West continued, "and I found trade very go the cities I visited, and I must say that I did not he dealers complaining about business."

Aladdin to Operate Lippincott Plant

The Aladdin Industries, Inc., Chicago, Ill., is the est that will take over and operate the former plant Lippincott Glass Co., at Alexandria, Ind., it was cially announced a few days ago. The company is sidiary of the Mantle Lamp Co., Chicago, Ill., has been engaged in a heavy export as well as do business. S. V. Johnson is the president of the

interest and will be in official control of the Lipett factory, while S. D. Goodwin will be factory superintendent. J. F. Walter will be employment manager C. W. Davis, vice president of the Chicago company will be chief of the research and engineering section at the Alexandria plant. All chimneys and shades made by the company at Chicago will be made at Alexandria, and a number of the Chicago departments will be moved to Alexandria. It is also proposed to manufacture the Aladdin thermos jar at this factory. The plant will be operated on an open shop basis, although a bonus system has been determined upon also.

Kaufmann to Decrease Outstanding Stock

The Kaufmann Department Stores, Inc., of Pittsburgh has announced the intent to decrease the 14,250 shares of outstanding preferred stock to 13,500, and the 750 shares have been called at a price of $125 and accrued dividends. The annual statement of this store which has been mailed to stockholders having to do with the 1926 balance sheet shows net profits for 1926 after provision was made for all Federal and State taxes of $1,773,802 and after dividends of $695,000 were paid on the preferred and common stock there was $1,008,797 added to surplus. The balance sheet and statement is said by financial experts to have been, the best the company ever produced.

Hazel-Atlas Decreases Directors

At the annual meeting of the stockholders of the Hazel-Atlas Glass Co. held at the Chamber of Commerce, Wheeling, W. Va., it was determined to decrease the number on the board of directors from nine to seven.

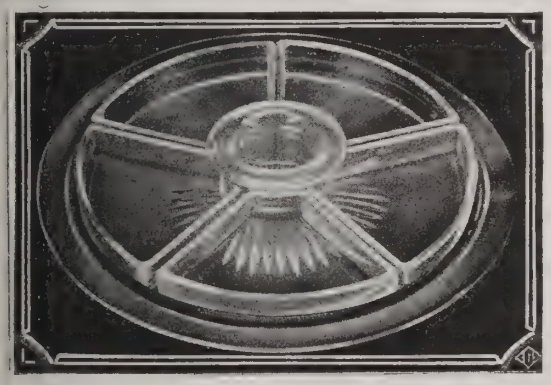
Marion Glass Operating Three Day Tanks

Three day tanks are now being operated by the Marion Glass Co., Shinnston, W. Va., in the production of a line of novelties. This factory during the last few weeks placed a new item on the market, it being a combination flower vase. It comprises a main receptacle and a plurality of auxiliary receptacles removably connected to and supported by the main receptacle, and all designed to form a vase or support for flowers, leaves, ferns or other growths. The new item is now being marked in colored glass or decorated and the latter in different colors. "We're working full time and are finding business conditions decidedly improved to what they have been," suggested Peter Vigigano, general manager of this company.

Sears-Roebuck Has Memphis Retail Unit

At a cost of over $1,000,000 the Sears-Roebuck Co. have obtained a building permit for the erection of a

(Continued on page 22)



No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated

For Gift Shops, Florists and Table Use

Representatives

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Traveling Representatives
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. A. Keel
EAST LIVERPOOL

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



What's New in New York Showroom

William G. Mueller's New Showrooms Most Attractive

Buyers who have visited the new and delightful showrooms of William G. Mueller at 35-37 West 23rd St., have shown their appreciation for the new Thun-Porzellanfabrik dinnerware, made near Kalsbad, and the W. Mannl (Bavaria) one-half thick cups and saucers on display there. Mr. Mueller, who recently returned from Europe to open up his new showrooms with the aforementioned lines is showing unusual dinner sets of the Thun ware in flat plates with wicker embossment and full rim widths. The designs which are hand painted are in floral and conventional geometric patterns. The rims are covered with full ivory which makes a cheerful combination with the colorful border and design in center of plate. There are about six patterns of this character that invite particular attention. A futuristic type of decoration in striking strength of colors composed of coral red, blue, green and yellow—all handpainted, makes a very unique display and promises to be most popular. In contrast to these more or less spectacular types are the plain shapes with a great variety of decorations and pleasing borders with full rims. The Thun factory is also producing an all over ivory color which makes a very fine appearance. Then there is a footed shape of empire character consisting of a laurel wreath in coin gold framed both sides with narrow light blue bands which again are edged with black lines. The handles are in full gold. One of the features of the Mueller showrooms is a most complete display of cups and saucers numbering more than 150 designs and shapes in all. These include a large display of St. Dennis tea and coffee cups as well as of the low teas in solid colors and floral designs. These are all of the one-half thick variety for which there is a strong demand. They are arranged in a special section of the showrooms and make a most attractive display from which buyers may make their selections as they are lined up on rows of shelves that make comparison a simple matter.



New Reve Shape Introduced by Guerin

Advance samples of their new Reve shape, have just arrived at the new salesroom of Guerin, Pouyat, Elite, Ltd., the French importing firm, 39-41 West 23
The name "Reve," the English interpretation of
means dream, is most appropos when applied to this
Entirely different tells the whole story. In its prod
the firm have accomplished a notable achievement.
cover dish has a round foot one eighth inch high
which the sides round gently out to a point half w
From there a more preceptable, yet graceful, bulge
ticeable rounding up to the rim. The idea has prod
most uncommon wave like effect, which in fact
key note of the entire idea. The rim of the dish
tinctly overhung and here again the waving contour i
effectively employed. The cover rests on a quarte
flange running around the inside of the dish. Th
pose of this is twofold, inasmuch as it also preven
contents spilling over. It is rather low and the same
ing wave like design is carried out and brought up t
a broad low handle. The edge of the handle is w
out in miniature in a manner identical with the rim
dish. For consistent grace the shape is one that
be a task to improve upon. As mentioned above
few advance samples have been received, but a co
hensive assemblage of novel and beautiful decorative
ments are promised shortly. From what has already
seen of the line the additions will be looked forwa
with interest.

New Silver City Creations at Cox &

Cox & Company, 120 Fifth Ave., have just
on view an extremely interesting and quite u
display of decorated glassware from the Silve
Glass Co., Meriden, Conn., which factory they
sent in the New York market. Bowls, candy
vases, high and low comports, handled trays, c
sticks, cheese and crackers, etc., comprise only a
number of the items shown. The decorative
ments are beautiful, both in fine workmanshi
quality. A fascinating stone engraved grapevi
leaf idea with lovely large bunches of grapes is
the outstanding designs. Special mention shou
made of a stunning nine inch vase which stan
prominently in the display. Perfect proportio
utmost grace are combined in this exquisite
which lends itself ideally to the decorative moti
entire line may be had in either green or amb
sides crystal.

Flame Pottery—What Is It?

Here we have something absolutely unique in a
tery to acquaint the buyer with. Unique not only
pearance, but in the method of making. The pro
making will at once attract the prospective pur
When acquired. a piece of flame pottery will alwa
source of interest to the possessor, as well as g

uine pride of possession. Visualize the rare beauty this pottery, with all the color harmony of the rainbow, flame-swept tints of a tropical sunset or the play of ered moonlight on an opal sea and you will have a it suggestion of the loveliness of flame pottery, the rest-oldest art in decorative pottery. We say the new-oldest art, because it represents the restoration of the hanted art of fire painting, lost to the world two thou-d years ago and rediscovered by T. A. Brouwer, a lern ceramist. The process of making, or firing, is an portant scientific rediscovery, making it possible to so uence and control the actinic rays of pure heat in a rless glaze so as to catch and hold the exquisite pris-ic color lights of the highest temperatures. This pro-es the most brilliant and beautiful color effects ever ined, without the introduction or application of color-substances. No duplicates are possible as the delicate ery markings are beyond human control. The ware ade by the Ceramic Flame Company, Inc., West-pton Beach, L. I., successor to the Brouwer Pottery, blished in 1891. The concern maintains an office and sroom in the Metropolitan Tower, 1 Madison Ave. is is in charge of Axel G. Lober, Sales Manager for concern, who is well known in the trade through his association with the Royal Copenhagen Porcelain as American manager.

Borgfeldt's Comprehensive Display of American Pottery

eo. Borgfeldt & Co., 111 East 16th St., have on view ne fifth floor of their building one of the best displays f omestic pottery and dinnerware to be seen in a long ne. A feature of the exhibit is the large and varied ar e of new patterns they are offering. These are to be ed in many striking and attractive decorative effects. M of them are of the all over type such as are much n gue at the present time. There is also a line of ivory od dinnerware that deserves special mention inasmuch as it has already received a tremendous reception by the ra during the comparatively short time it has been ho n. Among the many treatments, one that at once at es the eye shows a fanciful floral motif which is per-ap best described as a combination of flowers resembling ppy and thistle. Here colors of soft yellow, deep ed purple, blue and green tinted leaves to match are vo ed out in a lovely way. Completing the treatment s a dark tan edge line. Looking further, may be seen a ne of fancy pieces such as salads, berry sets, cake plates nd cake sets which are featured in a larger and better ass tment than the firm has ever shown before. The an type of charming decorative schemes are applied er as well, while the colors are many and in exceptionally goo taste. There are also a dozen or more brand new rea nents on waffle and syrup sets, that will suit the most crit al and when it is considered at what extremely at-rac ve prices all of these lines are offered, it is not diffi-cul o understand why they are popular.

Copeland's Charming Shanghai Pattern

The reputation of Spode bone china needs no introduction, while quite in keeping with the high standard of the ware are the splendid decorative treatments the line may be procured in. Illustrated herewith is the popular Shang-



hai pattern on the Hamburg shape, which is shown among many other interesting patterns at the showroom of Copeland & Thompson, Inc., 206 Fifth Ave., American representatives. This treatment exemplifies a fine type of the early works of Spode and shows a leaning towards the Chinese. His judgment in the selection of this style motif has proven to be a wise one, due to the fact that this character of decoration fits into all periods and all times. The treatment employs a butterfly and beetle scheme which according to Chinese tradition is symbolical of the Emperor and Springtime. The floral design is of the Hawthorne type. Colors in rich warm enamels of blue, red, green and yellow have been employed in this pattern while the edges are finished in burnished gold with richly traced knobs and handles. This motif dates back to 1825 and the Hamburg shape goes back to the very earliest creations of Spode. It is quaint, much out of the ordinary and lends itself in an ideal manner to this informal design.

Charming Wedgwood Samples Arrive

Josiah Wedgwood & Sons, Inc., 255 Fifth Ave., are showing the newest additions to their lines which have only recently been received. These include several new underglaze enamel earthenware dinnerware treatments. Each and very one is excellent and in addition to this there are also a new range of earthenware salad plates. In embossed Queensware there are many lovely items, prominent among which are some delightful reproductions of old fashioned candlesticks, while in china dinnerware are to be seen several new enamel patterns. Many new treatments to their already extensive line of bone china service plates have also been placed on view, in new effects that offer some genuine surprises. Among their dinnerware offerings one decoration meriting mention is their Richboro. This is shown on the Catherine shape and is most pleasing and original in its conception. It is very Spring like in its effect and shows a background of green grass from which are growing beautiful garden flowers in colors of pink, orange, mauve and green. The motif is finished off perfectly by means of a green edge.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

February Sales Show Decrease

FEBRUARY sales figures of Montgomery Ward and Sears, Roebuck, the two leading mail order houses, show decreases in both instances. Sears, Roebuck and Company reported February sales at $20,966,268, as compared with $21,422,557 in February, 1926, a decrease of 2.1 per cent. The company's sales for the first two months of the year were $43,046,542, as against $44,013,462 in the corresponding period of 1926, a decrease of 2.2 per cent. Montgomery Ward's February sales totaled $14,184,130, as compared with $14,844,720 in February, 1926, a decrease of 4.45 per cent. Sales of the first two months were $27,341,184, as against $30,111,666 last year, a decrease of 9.20 per cent.

F. F. Bryant, of the Monongah Glass Co., was here last week visiting his company's Chicago representative, F. T. Renshaw.

Ready for Shipment—



Go To Stetson's First For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING, SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

Duncan & Miller are showing some exceptionally pieces in the display rooms of F. T. Renshaw, Chi representative. One of the outstanding features is t new spiral optic tea goblets in rose, crystal, ambe green. Another fine line displayed by F. T. Rensha the glass dinnerware manufactured by the Co-opera Flint Glass Co., Beaver Falls, Pa. A complete servic rose glass of rare simplicity in design, is proving popular. A vanity box of three compartments in glass, is another attractive feature of this display.

Earl W. Newton, head of Earl W. Newton & A ciates, 9 N. Wabash Ave., reports an excellent den for Rock Crystal table glassware in all forms. Mr. N ton says the better trade is turning to Rock Crystal in spite of the continued large sale of colored glassw Mr. Newton's rock crystal plant in Ohio is working time and turning out some of the best quality ware of type made in this country. Rock crystal is popula stemware and salad plates. Gildeano Spanish Mode M rors are another product of the Newton plant whic going excellently at this time. The Newton display cludes the Economy glassware line, a new feature of line being the fountain optic stemware and "bubble" gl ware, with the bubble in the glassware appearing at def intervals throughout the glass.

A March Sale Special at the Boston Store this w was 100 piece dinner sets of American Porcelain at $2 Values in this sale are said to have sold regularly at and $40. Hillman's featured a sale of Princess Aluminum ware in all styles of kitchen utensils at each. A special sale of wrought iron lamps at $8.95 also held at this store. Imported china dinner sets Dresden flower decorations and gold line edges and u dles were a quality offering at The Fair at the pop price of $29.98 for 100 piece sets.

Chain Stores' Sales Greater in Februar

Four chain store companies which issued repor February sales showed increases as compared with Fe ary, 1926, and all but one showed sales for the mo higher than those of January, despite the greater nu of business days in the latter.

The W. T. Grant Co., operating general merchan stores, reports sales of $2,248,718 for February, or m than 15 per cent greater than in February, 1926 an $43,497 more than in January, 1927.

IAT TO BUY
D WHERE TO
Y IT IN —

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THE PERMANENT
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FOSTORIA GLASS CO.
ıicago Display, 806-7-8 Masonic Temple
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l Iridescent. Central 3497

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IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
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IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

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SEBRING, OHIO
CHAS. L. SEBRING, *President*
L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
ne: Superior 4100 Room 930

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NILES, OHIO
E. J. BENJAMIN, *Resident Agent*
PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

ruary sales of the John R. Thompson Co. amounted $117,840, as compared with $1,117,150 in February, a gain of $690. Sales for the first two months were 2,585, against $2,210,815 last year, an increase of 770, or 5.9 per cent.

Sles of the Metropolitan Chain Stores, Inc., for Feb- amounted to $693,055, against $583,308 in Febru- 926, an increase of $109,747, or 18.8 per cent. They exceeded those of last January by $38,539, or 5.9 per cent.

The J. J. Newberry Co. reports February sales of $630,582, against $387,698, an increase of $242,884, or 62.6 per cent, over February, 1926, and an increase of $45,653, or 7.8 per cent, over January, 1927. Sales for two months were $1,215,511, against $775,618 for the first two months of 1926, an increase of $439,893, or 56.7 per cent.

ial Bonus on Furnishings at Emporium

T home-furnishing sections of the Broadway Depart- n Store, of Los Angeles, offers a "bonus plan" which or ses to be of great mutual profit to the owners of the r and the employes concerned.

T home-furnishing department is conducted with the n handling the furnishing of private residences, and m "private residence" is understood to cover houses, s "own-your-own apartments" or rooms furnished as v homes. Patrons of the department are given the v s of skilled interior decorators, competent to give vi on problems of home comfort or beauty, and it is e necessary to sketch an entire room to make clear e each separate piece may be placed to the best ad- nt e and to produce the ultimate in beauty and har- n in the color scheme. This service is offered without v arge and this leads us to the bonus plan.

A employe who enrolls a prospective customer with h ne-furnishing department is eligible to a bonus, sub- t certain rules, and this bonus will be 1 per cent of n purchases made in the contributing departments by stomer within a period of sixty days from date of ro ng, with exceptions as follows:

(a In case of purchases made in the employe's own pa nent.

(b In cases where the total net purchases do not equal ex ed $250.

(c In case of purchases not written on home-fur- hi sales checks.

(d In case of purchases made in any of the contribut- d artments before enrolling.

Th 1 per cent bonus will be paid on or before the fif- teenth day of the month following the expiration of the sixty-day purchasing period.

The contributing departments include domestics, drapery, china and glassware, stationery, clocks, linens, baby carriages, art needlework, pictures and mirrors, furniture, house furnishings, rugs, door mats, etc., electrical appliances, silverware, art gifts, domestics, bedding, phonographs, pianos and radio sets, carpets, linoleum, etc., lampshade materials, etc.

The rules governing eligibility to bonus are as follows:

1. The customer must be enrolled with the home-furnishing department by an employe of the Broadway Department Store.

2. The employe must go personally to the home-furnishing department and enroll the prospective customer.

3. The hour, the date, the customer's name and address and the employe's number are to be entered on the proper form by the clerk in the home-furnishing department and the form signed by the employe.

4. The claim to a customer will be given to the employe who first enrolls the customer.

5. The total net amount purchased must be $250 or more within the sixty-day period.

6. It is understood and agreed that the distributions under this plan are voluntary distributions by the Broadway Department Store and are in no sense a part of the employe's wage.

Average Worker's Income is $2,000

For every person gainfully occupied in 1926, there appears to have been an income of slightly more than $2,000, according to the National Bureau of Economic Research in a bulletin issued recently setting forth the results of

Small  Sets and

Odd Things  In China

THEY BRING IN CUSTOMERS ALL THE TIME
AND HELP TO SELL OTHER THINGS

We also carry Bridge Sets, Tea, Coffee, Cake Sets, etc.
Besides a general line of Japanese Goods.

MOGI, MOMONOI & COMPANY

Importers of Japanese Goods

105-107 East 16th St. NEW YORK

study of income. The survey was started in 1920 and was undertaken by Dr. Willford I. King, Dr. Edwin F. Gay and Dr. Wesley C. Mitchell, directors of research for the Bureau, and a number of assistants.

The study shows that "current income" of persons in this country rose from $62,736,000,000 in 1921 to the new high mark of $89,682,000,000.

"The figures become much more significant when they are reduced to a per capita basis," the bulletin states. "If the 1926 total income had been divided equally among all persons, including babes in arms and the helpless aged, the average income would have been $770, or one-third more than the per capita in 1921.

"When this per capita income is expressed in dollars, having constant purchasing power, we find that the increase has been about 36 per cent. It appears, then, that from the economic point of view the condition of the average inhabitant has been improving at a rate of about 7 per cent per annum.

"To many persons, figures showing the income per person gainfully occupied seem more significant than do those reporting income per capita. In the United States in 1926 there were some 44,600,000 engaged in activities yielding them direct money incomes. Some of these were employers, many more were employees and some were simply working on their own account. The figures exclude housewives and women and children helping the head of the family on the home farm.

"For every person gainfully occupied in 1926 there appears to have been an income of slightly more than $2,000. When reduced to money of constant purch power we find that the average person working money income received about one-fourth more in 191 about 45 per cent more than in 1909.

Glass News

(Continued from page 17)

new retail unit at Memphis, Tenn., according to a received here this week. The company, however not await the completion of the unit before en business in the Memphis territory, but will open a porary branch plant immediately, and under a term lease, occupying about 28,000 square feet of The new main building is expected to be complete ready for occupancy on or about September 1st ne

W. B. Schmidt Represents Bonita on C

W. B. Schmidt, with offices at 220 Post Stree Francisco, Calif., has been appointed resident sales ager for that district by the Bonita Art Glass Co., ington, W. Va. At St. Louis, Mo., the line is in of J. M. Irving with sample rooms at 402 Eq Building. Announcement of these appointments h been made by Otto Jeager, secretary-treasurer Bonita Company. Previous to these appointment ing N. Looker of 366 Fifth Avenue, New York was placed in charge of sales in the Metropolita trict. A. A. Graeser is now covering the middl territory for this factory.

THE NEWEST CREATION OF HEINRICH & CO.

"THE RIVIERA"

(No. 10665)

This Pattern on Ivory Body on the new Senta Shape, excels anything that we have yet offered. It combines daintiness of decoration and charm and grace of shape. The color of our ivory body has exceptional depth and warmth. It will lend distinction to your department and add profits to your business.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH FLOOR—49-51 WEST 23RD STREET, NEW YORK CITY

Three Marshall Field Executives Made Vice Presidents

George W. Young, William G. Burt and Frederick [illegible] were elected vice presidents of Marshall Field & [illegible] the annual meeting held in Chicago recently. All [illegible] executives have been associated with the firm for [illegible] than twenty-five years, and their promotion is in [illegible] with the established policy of the house of selecting [illegible] executives from the store personnel.

Mr. Young became associated with Marshall Field at [illegible]e of 16 in the foreign department and was later [illegible]dit work and assistant general sales manager. He [illegible]een with the company for thirty years and is in [illegible]: of sales and the wholesale end of the business.

Mr. Corley began his career back in 1900 as a stock [illegible] the retail store. Then he became a bookkeeper [illegible] millinery department, assistant head of basement [illegible]ery, assistant general manager, assistant merchandise [illegible]er and finally merchandise manager.

Mr. Burt is now head of the wholesale department. [illegible]ined the firm in 1896 as a stock bookkeeper, later [illegible]d linen and white goods in the Western States, was [illegible] New York and returned to be made head of up-[illegible]y and interior decorative merchandise. From this [illegible]n he was promoted to associate general merchandise [illegible]er of the wholesale departments.

$6,000,000 in Macy Deposit Accounts

Another of R. H. Macy's interesting full-page ads headed "No One Is in Debt to Macy's," appeared in a metropolitan daily recently. The copy of the ad occupied one-third of the page and was lined on each side with four heavy rules, leaving the remainder of the ad ample white space.

"Every month Macy's sends out many thousand 'statements'—not BILLS!

"They are statements of the amount of money each customer has on deposit in our deposit account.

"On the first of the month, when you are being snow-stormed with 'please remits,' all you receive from Macy's is a cheerful little statement of what you have—not what you owe.

"There's no other good news quite as satisfying.

"Or so, at least, feel the D. A. customers, who have some $6,000,000 on deposit, ready when they most need it to exchange for dependable merchandise.

"Just drop into our deposit account department on the second floor; it's like a tidy bank; it is, in fact, a bank operated under State laws. Deposit a modest sum. Then buy against it when you will.

"The money is working for you twenty-four hours a day. When you're not using it, it's earning 4 per cent annual interest.

"You'll be surprised to see how much farther your dollar goes. Save to buy and buy to save."

Income Tax Department

Conducted by M. L. Seidman,
of Seidman & Seidman, Certified Public Accountants

This is the last of a series of articles by Mr. Seidman on how to prepare income tax returns, that ha appeared regularly in these columns. Mr. Seidman is a well known tax expert and has written numerous articles taxation. He will answer all income tax questions that might be directed to him by our readers. Questio should be addressed to him, c/o Seidman & Seidman, 41 Park Row, New York City. All communications m be signed by the inquirer, but no names will be disclosed in the published answers.

THIS article will be the last of the series, and I think that no more fitting a subject might be chosen for it than the aftermath of the tax returns; or, in other words, what happens to the returns after they are filed.

Many taxpayers have learned, sometimes to their considerable embarrassment, that the mere filing of the return is not all there is to it. The return is just a proposal in which the taxpayer asks that he be assessed on the basis reported. The Government next considers the proposition. Let us go behind the scenes and become acquainted with just how the Government goes about its consideration.

Behind the Scenes With the Return

When the returns are first filed at the Collector's office, they are given a preliminary inspection to check up the mathematical computations. Any differences that are found one way or the other are immediately reported to the taxpayer. Then the returns, except those on form 1040 A, are passed on to the office of the local Internal Revenue agent. The returns on 1040 A remain with the Collector's office and are audited there. At the Revenue Agent's office, the returns are carefully reviewed and sorted into three classes; one for returns that have been properly prepared and that do not require further audit; another for returns that require adjustment and can be disposed or by correspondence; and the third for cases where an audit of the taxpayer's books and records is deemed necessary.

The returns are then forwarded to Washington; the class one returns for final review and filing; class two and three returns for reference to the appropriate field division for audit. Class one returns, therefore, now drop out of the picture. Let us trace through what happens in the other two cases.

At Washington

As already mentioned, Washington will forward the returns to the proper Internal Revenue Agent's office for audit. The Internal Revenue Agent will examine the return at his office or go to the taxpayer's office to review the books. If, when he is through, he concludes that an additional tax is apparently in order, the taxpayer is fied to that effect and furnished with a copy of the ag report showing the changes proposed. This does necessarily mean that an additional tax will have t paid. Quite to the contrary, many times Revenue Ag are not afforded the opportunity to go into all the or the facts are improperly presented to them, with result that while their proposed additional assessn are in order, so far as they are concerned, upon a full proper presentation of just what the situation is, the posed additional tax can be eliminated and sometimes refunds obtained.

The taxpayer is given full opportunity to presen side of the case after the Revenue Agent is through. has thirty days within which to file a written pr against the Agent's determination, and may also hav oral conference with the Agent's office. After the payer's protest is carefully considered, all the paper forwarded by the Internal Revenue Agent's offic Washington with recommendations for review by th come tax unit.

If the income tax unit agrees with the findings o agent, the taxpayer is given another opportunity t hearing, this time at Washington. In this way, tax ers are assured of overcoming any local prejudice and second hearing also gives the taxpayer an opportuni supply any deficiencies in evidence that may have be apparent by the hearing before the Internal Rev Agent's office.

If the income tax unit is of the opinion that a diff deficiency exists from that recommended by the Re Agent, the taxpayer is notified to that effect and a same time a copy of the letter is sent to the Revenue A with all the papers in the case. The taxpayer the thirty days within which to file a protest against this deficiency proposal. He may also avail himself of an hearing before the Internal Revenue Agent's office. the hearing, the Revenue Agent forwards the papers to Washington with his recommendations, and agai taxpayer can get a hearing at Washington if he so de

Board of Tax Appeals and Courts

After giving the taxpayer all this opportunity to

(Continued on page 26)

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street **New York**

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
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. atteau style panels in blue, with black lace overlay, "Horns of Plenty" at either end with gay colored flowers. Tangerine lines for trim.

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Income Tax

(Continued from page 24)

test any proposed additional assessment, the Income Tax Department makes what is known as a final determination, and notifies the taxpayer to that effect by registered mail. But even this does not end the matter, nor make it necessary for the taxpayer to pay the additional assessment, for he can take his case, within sixty days, to the Board of Tax Appeals. It is only when the Board sustains the Tax Department, assuming that the case is taken to the Board, that the additional assessment need be paid. But the taxpayer may still further prosecute his claim, for ,after payment he can file a claim for refund and appeal from the Board's decision to the courts, and under a proper case, he can go up to the court of last resort—the United States Supreme Court.

From the foregong it is apparent that there is nothing arbitrary about the Government's procedure in making additional assessments. Quite to the contrary, the taxpayer is given much more opportunity to contest any changes in his tax return than he would have in the case of an ordinary civil dispute. It may be true that many additional assessments are paid when in fact they are not justified, but it is then only because the assessment is the result of the taxpayer's own delinquency through an inadequate or untimely presentation of his side of the case.

Refunds

While I have been discussing the procedure on additional assessments, I do not want to leave the impression that all the Department concerns itself with its getting more taxes. The fact is that in a tremendous number of cases the Department finds that the taxpayer has overpaid, and then voluntarily refunds the overpayment to the taxpayer. Last year, several hundreds of millions of dollars were thus refunded. But a taxpayer need not wait until the Government notices the overpayment. He can file a claim for refund directly as soon as he discovers the overpayment, and then he will be afforded an opportunity for hearing both at the Revenue Agent's office and at Washington, almost in the same manner as in the case of proposed additional assessments.

There is thus full consideration given the taxpayer both on over-payments and under-payments. I think that the Government is to be congratulated on working out, so smoothly and carefully, machinery that must handle about seven million returns a year.

Conclusion

I am not appending any questions and answers to this last article, for I find that the points involved in all questions have already been covered in one or another of the series. Should I receive any questions, however, between now and the final filing date that involve any special considerations, I will be glad to communicate with the inquirer directly.

I do hope that these columns have been of some assistance to taxpayers in clarifying and simplifying the provisions of the law for them, or in enabling them to more intelligently prepare their income tax returns. If t extent the articles have accomplished that end, I sha that they have served a worthy purpose, and have fied the time, space and effort devoted to them.

Committee Plan of Buying Urged

One of the best opportunities to reduce markdown in department stores is through the use of the com system of selecting merchandise, according to Ern Hastings, of the Hastings Research group, who hold individual selection by buyers is passing into the di Mr. Hastings was one of the speakers at the recen vention of the National Retail Dry Goods Associatio

There is no doubt that markdowns are one of the serious sources of loss in department stores toda says, and that these markdowns are very largely the of poor selection on the part of the buyers.

"Individual selection," he declares, "must of nec result in heavier markdowns, because it represent judgment of only one person. These markdowns w extra heavy if that selection is made by a buyer w not intimate with store customers, or, in other word an active salesman on the sales floor.

"Perhaps it was the unconscious realization of thi has brought about a formation of groups of stores.

"Many merchants have the impresison that store g were organized primarily to secure price conces Ninety-nine cases out of 100 where merchants have into groups with this idea in mind have been disappo and I believe they will be even more disappointed future.

"There are, of course, price advantages to be had a number of stores are willing to pool their purchase willing to concentrate these purchases with certain m facturers. Even in this case, though, the selection a tage outweighs the price advantage.

"Group selection means the calling together of b of the same or similar lines and having those buye as a committee to pass upon styles, patterns, colo qualities.

"A representative of one of our most successful g told me recently that markdowns in their store we duced last year 1½ to 2 per cent. He attributes t most entirely to group selection.

"The reason for this advantage in group selection style has become so dominant a factor in practically line of merchandise we buy. If the style is wro makes little difference what the price may be.

"Style has become and will remain the dominant fa in merchandising. Style is an elusive element and be fully appreciated or understood by any one indi

"Style has always been and always will be deter by the acceptance of any type or kind of merchand the public.

"This being true, isn't it logical to conclude th greater number of people who assist in selecting al ciding upon what merchandise goes into a sto greater likelihood there is of this merchandise selli selling at a profit?"

Spode's STONE-HUNTING



The accompanying illustration shows an example of Spode's stone body. This body is very durable and the pieces are all handmade, that is, thrown and turned, which gives added strength to utility items of this character. Along with this feature we have something of beauty and antiquity. The applied decorations, which depict the hunting field, are from mould proofs made by Spode in his earliest work. In this particular class he shows that he was both an artist and potter. Upon examination, these hunting scenes show the work of the master hand of Spode. The ware is finished in two colors, dark blue and light blue, with the applied decorations, hunting, in ivory, which make the design stand out very effectively against these dark backgrounds.

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S. S. Binnendyk from Rotterdam, Holland

Fourman Bros. & Co., 6 cases crockery
Phoenix Shipping Co., 45 cases crockery
Herbert & Neuwirth Co., 100 cases crockery
Meissner, G. E., & Co., 7 cases hollow ware, etc.
Grace National Bank, 88 cases crockery
Bruckner, A., & Sons, 1 case toys
Woolworth, F. W., & Co., 86 cases crockery, toys, etc.
Borgfeldt, G. E., & Co., 42 cases crockery, etc.

S. S. President Adams from Naples, Italy

Harper, F. F. G., & Co., 1 case porcelain

From Genoa, Italy

Bowery & East River National Bank, 11 casks majolicas

S. S. Stockholm from Gothenburg, Sweden

Venon, J. H., Inc., 148 cases glassware
Vandegrift, F. B., & Co., 1 case glassware, 1 case porcelain
Meadows, Wye & Co., 14 cases glassware
Lindsberg, H. T., 1 case glassware

S. S. Muenchen from Bremen, Germany

Murphy, A., & Co., 8 cases glassware
Weissman Imp. Co., 2 cases glassware
Hutter, K., 69 cases crockery, etc.
Chatham Phenix Nat'l Bank, 3 cases glassware
Roloson, A. F., 12 cases crockery
Odenwald Bird Co., 14 cases earthenware
Arrow Novelty Co., 3 cases earthenware, etc.
Kupper, H. C., Inc., 1 case crockery
Luckenbach S. S. Co., 1 case earthenware
Consmiller, L. A., 14 cases decalcomanias
Guthman, Saloman & Co., 25 cases crockery
Rosenthal China Co., 46 cases crockery
Order, 13 cases hollow glass

S. S. Novian from Antwerp, Belgium

Lazarus & Rosenfeld, 31 crates crockery
Heinrich & Winterling, 7 cases crockery
Field, H., & Co., 15 cases crockery
Hirsh, Malgood & Co., 4 cases crockery
Levy Bros. China Co., 10 cases crockery
American Shpg. Co., 31 cases earthenware, etc.
Ovington Bros., 28 cases earthenware, etc.
Straub, P. A., & Co., 30 packages earthenware
State Fwdg. & Shpg. Co., 2 packages earthenware
Panama Pacific Line, 27 cases crockery, 9 cases toys
Goetz, O., 42 cases crockery
Mitchell, Bossell & Co., 6 cases crockery
Kahla China Corp., 5 cases crockery
Rehberger & Saul, Inc., 20 cases crockery and toys
Butler Bros., 9 cases crockery
N. Y. Mdse. Co., 276 cases toys, crockery, etc.

March 3

S. S. Providence from Marseilles, France

American Express Co., 5 cases crockery
Foreman, M., 1 case crockery

S. S. Laura from Naples, Italy

Amer. Shpg. Co., 55 cases earthenware
Hudson Fwdg. & Shpg. Co., 10 packages earthenware, etc.
Oceano Shpg. Co., 5 packages earthenware

S. S. Baltic from Liverpool, England

Kupper, H. C., Inc., 22 crates earthenware
Strauss Bros. & Co., 1 case toys
Straus, N., & Sons, 3 crates earthenware
Davis, Collamore & Co., 1 cask glassware, 1 case china, 1 case earthenware
Vogt & Dose, 3 casks earthenware
Tiffany & Co., 2 casks chinaware
Borgfeldt, G., & Co., 9 cases earthenware, etc.
Plummer, W. H., & Co., 1 cask china, 10 packages earthenware
Sellers, C. W., 13 casks earthenware, 5 casks china
Bloomingdale Bros., 1 crate earthenware
Pitcairn, W. S., Corp., 31 packages earthenware and china
Davison, J., Inc., 6 packages earthenware and china
Maddock & Miller, 55 packages earthenware
Dickinson, E. B., Inc., 22 packages earthenware
Boote, E., 13 packages earthenware, 3 packages china
Fondeville, A. J., & Co., 13 crates earthenware, 2 hogsheads china
Sendar Co., 22 crates earthenware
Rowland & Marsellus Co., 8 packages earthenware
Leyland, P. N., Inc., 13 packages earthenware
Justin Tharaud, Inc., 1 cask earthenware
Order, 87 packages earthenware

S. S. Carmania from Liverpool, England

Butler Bros., 3 crates earthenware
Lazarus & Rosenfeld, 11 packages earthenware
Meakin & Ridgeway, Inc., 25 packages china and earthe
Gates, T. B. M., 12 cases hollow ware, etc.
Gerlach, H., 12 packages earthenware
Amer. Express Co., 8 packages earthenware
Irwin, J. D., & Co., 3 packages earthenware
Corbett, M. J., & Co., 3 packages earthenware
Amer. Hawaiian S. S. Co., 47 packages earthenware, etc
Order, 1 crate earthenware

S. S. Pennland from Antwerp and Southampton

Kupper, H. C., 3 barrels crockery and earthenware
Fondeville, A. J., & Co., 8 casks earthenware
Koscherak Bros., 5 cases crockery
Kahla China Corp., 40 cases crockery
Barth, L., & Co., 4 casks crockery, 2 cases crockery
Hirsch Malgood Co., 12 cases crockery
Kahla China Corp., 7 cases crockery
Samstag & Hilder Bros., 27 cases earthenware
Amer. Shpg. Co., 8 cases earthenware, glassware, etc.
Rosenthal China Corp., 17 cases crockery
Continental Ceramic Corp., 26 cases crockery
Levy Bros. China Co., 27 cases crockery
Field, B. H., Co., 17 cases crockery
Heinrich & Winterling, 6 cases crockery
Gilbert, S., 2 cases earthenware
Butler Bros., 3 cases toys, 54 cases crockery
Straub, P. A., & Co., 42 cases earthenware, 12 casks eart
Order, 2 cases earthenware, 15 cases crockery

March 4

S. S. Antonia from Southampton, England

Auerbach, G., 4 cases glassware, etc.
Robold, J. C., & Co., 2 packages glassware

S. S. Thuringia from Hamburg, Germany

Elitte Imp. Co., 18 cases glassware
Davis Collamore & Co., 2 cases hollow glass
Amer. Shpg. Co., 69 cases earthenware
Berner, A. V., & Co., 1 case glassware
Benziger Bros., 3 cases chinaware, etc.
Jansen Co., 18 cases crockery
Kay, Ellinger & Co., 8 cases crockery
Rosenthal China Co., 2 cases crockery
Reimer, F. C., & Co., 24 cases crockery
Abraham & Straus, 20 cases hollow glass
Amer. Shpg. Co., 3 cases crockery
Bernard, J. E., & Co., 29 packages crockery
Enterprise Trading Co., 4 cases hollow ware
Rietman, Pilcer & Co., 43 cases crockery
Basch, S., Imp. Co., 43 cases crockery
Borgfeldt, G., & Co., 6 cases crockery, etc.
Heinrich & Winterling, 1 case crockery
McFadden, H. G., & Co., 32 cases lamp shades
Hirsch, G., Sons, 91 cases glassware, etc.
Elitte Imp. Co., 6 cases crockery
United Dresden Porcelain Corp., 11 cases crockery
Byrnes, W. J., & Co., 4 cases earthenware
Downing, R. F., & Co., 8 cases crockery, etc.
Pomerance, S. H., & Co., 48 cases glassware
Kupper, H. C., Inc., 1 case porcelain
Vandegrift, F. B., & Co., 6 cases earthenware
Straub, P. A., & Co., 16 cases glassware
Gallagher & Ascher Co., 6 cases crockery
Sullivan, W. C., & Co., 2 cases crockery
Straus, N., & Sons, 9 cases crockery
Byrnes, W. J., & Co., 12 packages crockery, etc.
Rice, I. W., & Co., 7 cases crockery, etc.
Macy, R. H., & Co., 73 cases earthenware, fancy goods
Friedlaender, O. O., & Co., 46 cases glassware
Order, 15 cases crockery, etc.

S. S. American Trader from London, England

Tobias & Co., 8 cases earthenware, etc.
Pitt & Scott, Inc., 14 cases earthenware, etc.

S. S. Hellig Olav from Copenhagen, Denmark

Sheldon, G. W., & Co., 8 packages earthenware
Bedford, F. H., Jr., 1 case china
Markt & Hammacher, 507 cases enameled hollow ware

March 5

S. S. Olympic from Southampton, England

Haviland China Co., 73 casks porcelain
Vogt & Dose, 12 casks porcelain

uss, N., & Sons, 7 casks porcelain
rain Pouyat Elite, Ltd., 31 casks porcelain
raud, Justin, 20 casks porcelain
amaker, John, Inc., 14 casks porcelain
e Shpg. Co., 5 casks porcelain

March 7

Gallier from Antwerp, Belgium

as, T. D., 1 case chinaware

Taiby Maru from Hamburg, Germany

sel, Bruckmann & Lorbacher, 5 cases earthenware
-Eigner Corp., 12 cases crockery
ham & Phenix National Bank, 5 cases crockery
monwealth Bank, 84 cases crockery
wirth, H., & Co., 75 cases crockery, glassware, etc.
feldt, G., & Co., 19 cases earthenware, 50 crates earthenware
per, H. C., Inc., 1 case porcelain
of U. S., 306 cases crockery, etc.
er Bros., 269 cases toys, crockery, etc.

March 8

Blommersdyk from Rotterdam, Holland

nauer, G. M., & Co., 36 packages earthenware
mix Shpg. Co., 80 crates crockery
e National Bank, 31 packages crockery, etc.
h Importing Co., 42 cases earthenware
as, N., & Sons, 9 cases crockery
as, Eckhardt & Co., 57 cases toys, crockery, etc.
ari, A. N., & Bros., 7 cases majolicas
son Fwdg. & Shpg. Co., 43 cases crockery, etc.
otting, E., 3 cases earthenware
rican Shpg. Co., 14 cases earthenware, etc.
i, F., & Co., 5 cases crockery
feldt, G., & Co., 15 cases crockery, etc., 124 cases toys, etc.
rus & Rosenfeld, 24 cases crockery

Roma from Genoa, Italy

izzo, P., 14 casks earthenware
ard, J. E., & Co., 4 cases earthenware, etc.
feldt, G., & Co., 4 cases earthenware, etc.

uttgart from Bremen, Germany

feldt, G., & Co., 179 cases toys, crockery, glassware, etc.
am & Phenix National Bank, 34 cases earthenware, etc.
mann, B., & Co., 3 cases crockery, etc.
s, C. W., 4 cases decalcomanias
, L., & Co., 49 cases toys, china, etc.
ix Shpg. Co., 15 cases crockery, etc.
leben, F. B., 3 cases crockery
niller, L. A., 8 cases decalcomanias

Wages Raised in Industries

(Continued from page 11)

od wage rate increases in twenty-six industries re-
te for the month ended January 15 averaged a 5.2
nt gain and effected 4,787 employes. Decreases in
en industries—cotton goods, hosiery and knit goods,
bl sawmills, furniture, fertilizers, brick and automo-
tes—averaged about 5.5 per cent and effected 2,214
rks.

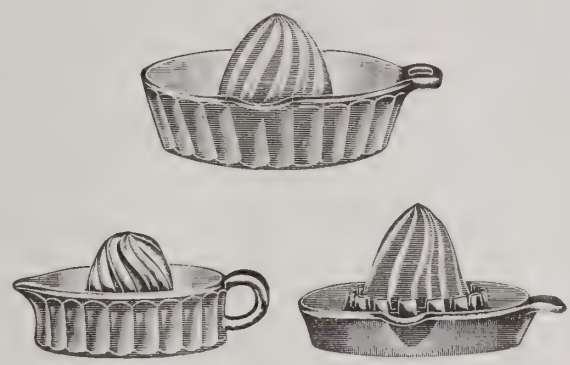
The decrease in industrial activity and consequent
erl volume of employment and earnings have not left
wrkers any worse off than they were before the re-
t sickening. Retail food prices and the published cost
living figures have shown moderate declines, so that
wages are about where they were. Decreased earn-
s than decreased purchasing power, but as prices have
ed ff correspondingly the standard of living of those
ployed has not been perceptibly impaired. If prices
re to take a sudden upward turn industrial workers
uld feel a sharp pinch in their pockets at the end of
wk. Rents remain high and satisfactory homes are
ey to find. This one factor remains the biggest
ble and the one hardest to solve for workers in or
r the large industrial centers.

After a downward tendency lasting several months, a

(Continued on next page)

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(REAMERS)



There's a big market for these absolutely necessary and convenient household articles. The near days, when winter will be gone, make it incumbent on the jobber and dealer to make sure that stocks are in condition to meet the demand.

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Buyers in New York

MARCH 3, 1927

W. Burger, housefurnishings, Rose, Gorman, Rose Co., Kingston, N. Y., 120 West 32d St. (A. Fantl).

MARCH 4, 1927

A. H. Smith, china, M. T. Garvin & Co., Lancaster, Pa., 115 West 30th St. (B. F. Levis).

MARCH 7, 1927

J. Martin, china, Jordan-Marsh Co., Boston, Mass., 244 Madison Ave., 7th floor.

E. Kleinstiever, housefurnishings, toys, Herman Straus & Sons, Louisville, Ky., 11 E. 26th St. (McGreevey, Werring & H

E. F. Ochs, housefurnishings, china, Miller, Rhoads & Inc., 432 Fourth Ave. (J. Hartblay, Inc.).

Mr. Stier, lamps, McCreery & Co., Pittsburgh, Pa., 23 St. (W. T. Knott).

J. MacFarquhar, toys, S. Kann Sons Co., Washington, 128 W. 31st St. (Weill & Hartmann).

MARCH 8, 1927

Mr. Keister, housefurnishings, Stewart & Co., Baltimor 17 E. 39th St. (Associated D. G. Corp.), 3rd floor.

A. Moser, china, toys, Louis Pizitz D. G. Co., Birminghar 115 W. 30th St. (B. F. Levis).

I. Hirschman, toys, Solomon Bros., Birmingham, Ala., Emerson.

S. M. Averill, lamps, Jordan-Marsh Co., Boston, Mas Madison Ave., 7th floor.

H. Babis, housefurnishings, toys, Success Store, Pottstow 128 W. 31st St. (S. Hoffman).

MARCH 9, 1927

A. D. Marks, lamps, shades, Glass Shade & Lamp Co., Ill., Pennsylvania.

I. Hirschman, toys, novelties, Solomon Bros., Montgomer Hotel Emerson.

G. E. Riel, housefurnishings, lamps, etc., Parke, Snov Waltham, Mass., 120 West 32nd St. (A. Fantl).

Wages Raised in Industry

(Continued from preceding page)

January lower in most respects than a year ago, doubtful February, most commentators on the cou business are wondering whether the larger activit visible is merely a little seasonal spurt, which w change the general trend to lower production and e ment, or whether it is the beginning of an improv which will last well through the year.

"Rumors from Washington indicate that powerful cial and industrial forces behind the present Admi tion are worrying about the slackening of prosperity this is the chief asset of the party in power. The to regard a recession as inevitable in the near futu are reported to have been wondering whether it w better to have it now and bring about a recovery the election, or to stave it off until later. Of cours power in this regard is limited, though some influen be brought to bear by the credit policies of the ban the construction programs and orders for equipment large industrials and railroads. The danger to the is that such motives might lead to an artificial in which would tend to sustain business temporari might bring a more serious depression later."

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your glass
and crockery buying

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HEEREN BUILDING - EIGHTH & PENN - PITTSBURGH, PA.

Consolidation is Distribution Solution

WHAT changes in retail methods will the future bring forth? By what methods will the costs of distribution be lowered? Will it be by supa ing department stores with chains? By eliminating r ce features? By limitation and standardization styles? ul Mazur, of the banking firm of Lehman Brothers, h has co-operated in the development store efficiency t by the National Retail Dry Goods Association, does believe it will be to any great extent along any of e lines.

Te answer lies chiefly in consolidation, he declares. s address before the recent convention of that organa n here, he said:

"rogress or increased commercial and industrial effecess may come from three sources.

"irst. Mechanical improvements.

"econd. Change in the system.

"hird. Increased efficiency dividual units.

"echanical improvements will nnue. The results will be el ul to retailing and particurl to manufacturing. To the etger the benefit will be relave small, because the mechanal ontrivances play a small part tailing.

" change in the system of ist bution offers several strikg possibilities, with but a few ro bilities. It is possible to on ive that the large retail unit ill e eliminated and be replaced y n appeal direct to the conm s by manufacturers. Such c ception must remain in the na nation unquestioned, for ve simple analysis dissipates s idity. There is no evidence i dicate that the elimination of the retailer will lower st The nuisance to the consumer would be staggering a a world choice would be converted into fragmenry nd sporadic offerings. No, there is little chance for ro ss here.

"rhaps chain stores will supplant the department or The answer is no. Time does not allow amplicat n. Each has its own sphere.

"rhaps the luxurious service features of retailing will e minated. Perhaps. But until the public stops reo ing to them and starts to show a preference to Puri n rnishings, iron racks, self service and no delivery, m tition will prevent the use of the pruning knife.

"ell, perhaps the solution lies in standardization and mplification of styles. Whereas, ten years ago style was e el only of women's clothes, today, everything from uto obiles to washing machines reek of instability in yle The consumer has had a huge appetite. A staggering machine has been built to satisfy her demands or even her whispered interest. The machine is here. It now has an appetite of its own that must be satisfied. Wear and depreciation are not sufficiently violent. Obscolescence is a necessary ally. The hand maiden of obscolescence is style. And simplification and standardization will have as much influence on economy as the active spoon of a child will have on the emptying of the ocean.

"One possible modification of the present system of retailing remains—consolidation. That, in my opinion, will influence the course of distribution costs, and will increase the effectiveness of retailing. The speed with which such a movement becomes a fact and the character and extent of its success depend primarily upon organization Human, not financial problems—men, not ideas or economic argument, will determine the influence which consolidation will have upon distribution. It is fair to say then, that whatever effect consolidation will have upon the effectiveness or distribution, depends upon the solution of organization problems.

An Internal Factor

"It would seem, therefore, that the primary hope of increased effectiveness through external changes lies in consolidation, and consolidation will not be a headlong process. The most important means of increasing the efficiency of distribution lies in the internal improvement of the individual retail units.

"Within the retail unit just as in the whole system of distribution the chance for improvement lies only in small part in the development of mechanical devices. The use of machinery in retailing is limited. Human abilities and human judgment can get but accessory aid from mechanical appliances—and human abilities and judgment are of the essence of effective retail operation.

"Method will contribute much. The use of unit control, expense budgeting, planning and merchandise control promises great possibilities. But the systems themselves are but cards and paper designed into predetermined forms—static and useless until human minds devote themselves to their study, determine upon action, and have the authority and responsibility of taking that action. Systems in themselves are of little value. Systems that are used are matters of organization. Method in department stores is important but method is essentially a question of organization, and if method is worked out as an integral part of the organization structure then its use promises great benefits to future retailing.

"Human Factor Biggest"

WITH the United States Government working along the lines of standardization and limitation of sizes to promote distribution economies, and with the Ford idea on the one hand, and the Filene idea on the other, claiming attention as the prospective solution of future distribution problems, the views of Paul M. Mazur, banker and research expert in retail economics, are of vital interest to department store executives.

Mr. Mazur believes the answer does not lie, except in a secondary sense, in the ideas of Taylor, Ford or Filene, or at least as those ideas are commonly understood, but in consolidation—or rather, in the development of the human factor and organization through consolidation.

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Vol. 104, No. 11

MAR. 17, 1927

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IN THIS ISSUE

What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

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What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

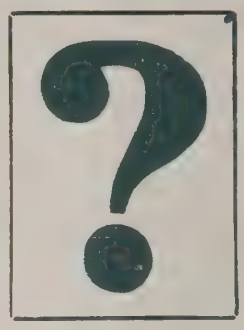
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Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Ovington's—The Gift Shop of Fifth Avenue. What one of New York's most fashionable stores is selling.

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To know the names of the best manufacturers and wholesalers in the lines you are interested?

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Your Best Guess

BY INVITATION MEMBER OF

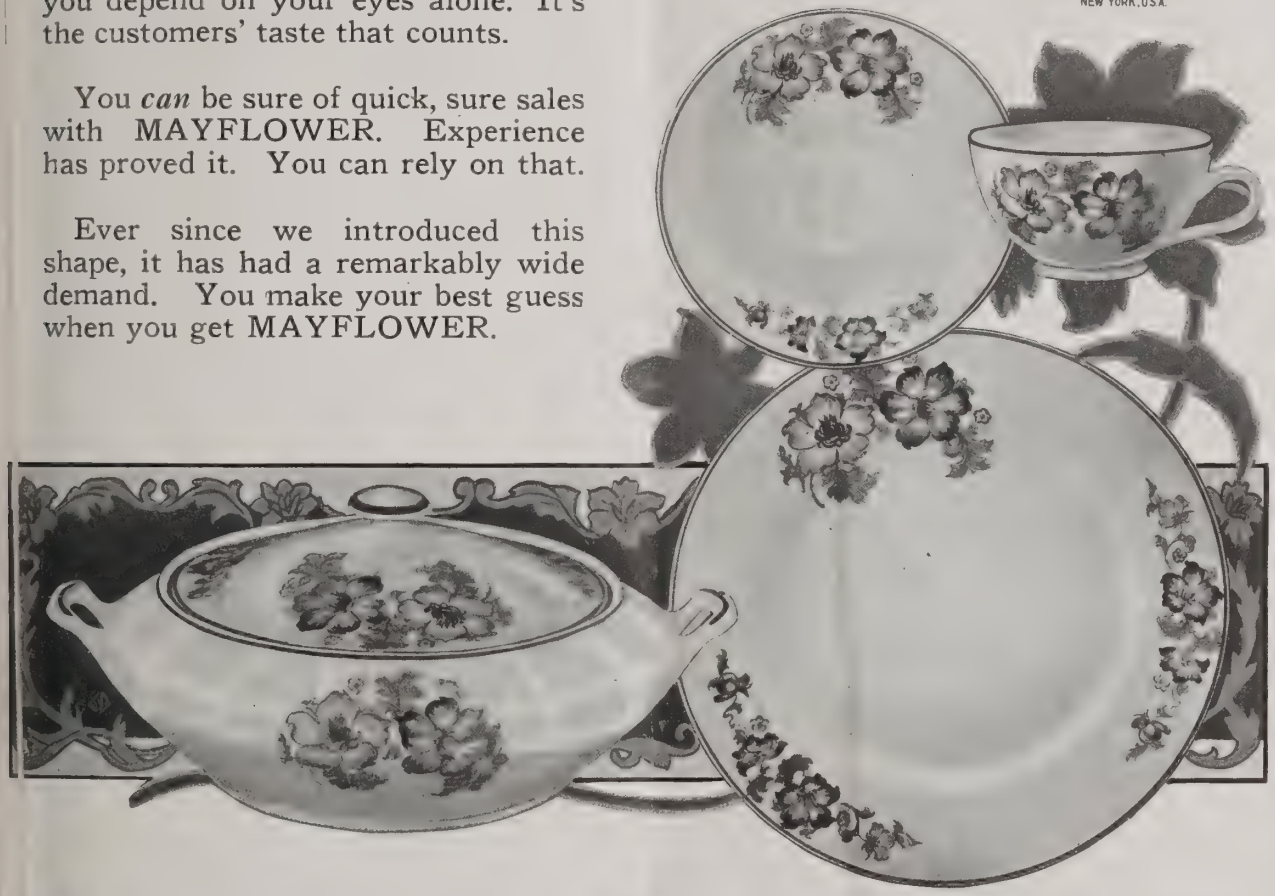
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)4 March 17, 1927 No. 11

AS THE EDITOR SEES IT

tcing Wheels Rund

To smooth the way for foreign business men coming in the United States to see American industry at first hand the Foreign Commerce rtment of the Chamber of Commerce of the United s establishing an information service designed to od chambers of commerce and trade associations in ei ership in preparing for the visits of such dele- ns

hambers of commerce in the United States," says a nt issued by the Department, "are too busy to de- nd ch attention to the casual tourist party, but are ou to render assistance to and make contacts with is ng foreigners who come with serious purpose to ia ze themselves with the American market and th way for trade relations."

e hamber points out the desirability of the foreign es men making known their purpose, their plans, he credentials, in advance, in order to facilitate their ome American manufacturers, especially those se ret processes, do not welcome foreign visitors, n ost of our business centers the foreign delegations co ially received in the factories and have every rtu ity of seeing the wheels of American industry ou .

19 6 there were many foreign delegations who came to ook into the "American system," and to find out ec of high wages and low-cost production. Other at s from abroad came to analyze the United States m ket for their exports. And still other foreign delegations came to study the United States as a source of supply.

Penalizing the Small Stockholder

Measuring the effects of the corporation tax, which alone remains at the high war level, the Committee on Taxation of the Chamber of Commerce of the United States finds, in a report on the subject, that the small stockholder is made to bear a large part of the burden.

"In 1924, the latest year for which detailed statistics are available," the committee states, "the dividends reported by individual taxpayers paying on $10,000 or less of income amounted to $925,000,000. To distribute this amount of dividends required profits of not less than $1,057,000,000, on which $132,000,000 in corporation taxes would be paid.

"The maximum tax on the same profits had they been taxed to the same individuals would have been about $19,000,000, or $113,000,000 less than the corporations paid.

"This difference is almost exactly 150 per cent of the total taxes paid directly to the federal government by all individuals paying on incomes of $10,000 or less on the entire income from all sources. With a higher corporation rate, the lower individual rates, and larger personal exemptions in 1926, the contrast will be even more marked."

The small stockholder pays a heavy tax toll for his corporate investments.

Ovington's—the Gift Shop of Fifth Aver

Store On Fashionable Boulevard of New York Is One of City's Famous Institutions That Attracts the Visitor As Well As the Native

By Norton B. Jackson

PROHIBITION has caused the passing of many well-known institutions in New York such as Rector's and Mouguins but the advent of Mr. Volstead's regime has had absolutely no effect on Ovington's famous store on Fifth Avenue other than to increase business. All day long a steady stream of customers pour through this amazing store and marvel at the wondrous goods displayed therein. Goods that fascinate the most fastidious customer and tempt the closest pocketbooks.

Ovington's—The Gift Shop of Fifth Avenue occupies an entire building with five floors devoted to the display of china and glassware, mirrors, furniture, pictures and last but not least lamps and shades. Our attention was particularly attracted to the fascinating lamp floor—the fifth—with its various subdued lights and multi-colored shades. There is that something about a high-class lamp department that always attracts and Ovington's Lamp Department has that something to the ultra-degree.

To begin with as in all other of the store's department there are plenty of salesmen on hand so that no customer need be kept waiting yet at the same time the sales force is not in the least obtrusive and allow the prospective customer all the time that he desires in making a selection. A splendid display of lamps with Lenox china bases and pleated Georgette shades have found many purchasers while a general line of pottery lamps are proving exceptionally popular according to the manager of this department.

Let us browse through this remarkable lamp department with its high white ceiling and brown carpeted fl the center are clustered numerous lamp displays etc., while off to both sides of the main showr alcoves with displays of lamps, pictures, mirrors niture.

Here is a fine display of Dresden figure lamps. the wall to the right are several torchiers, one wi lights. In the very center of the showroom is unusual lamp. This is a crystal ball type. The shaped and has the general appearance of a cry The shades are oddly shaped and has a design pointed red stars. There is a wide assortment o lamps in all shapes while a peacock lamp in b white crystal with bronze body makes a very nice ance.

Another attractive item of unusual merit is a with clock in center with bronze eagle base. This $250, while similar mirrors with clocks but not elaborate are more reasonable. The aforemention has a 7-jewel Waltham eight-day movement.

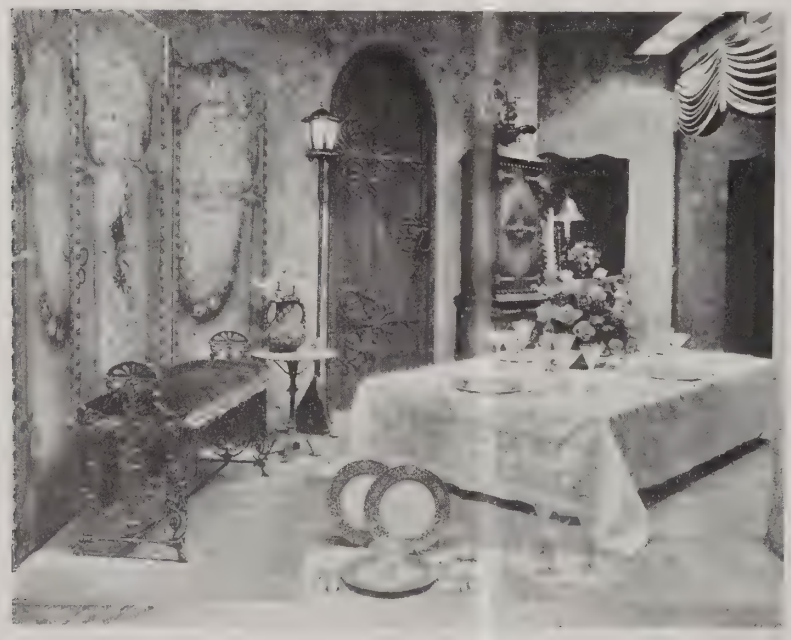
In February Ovington's hold their usual annu sale which is always a feature with New York's v buying set. This year's sale resulted in an unusu cessful affair. All day long rightly garbed ma pretty young things poured into the exclusive e ment and made purchases in the store's lamp dep Lamps with imitation marble bases and genui shades originally priced at $40 went for $21. A lamp with pleated shade and marble base that sold was sold for $9.

An item that particularly attracted the l was a unique torchier candle-shaped with t and music-design shade while an orchid-hu shade set on a slender glass base two feet proved a center of attraction. Floor lar shades of Spanish design also proved popu

One of the alcoves previously mentio tained a fine display of lamps includi lamps, table lamps, pictures, mirrors, des nets and a very attractive metal lamp wit ment shade on which was a drawing of English Chequers Inn.

In addition to the lamps mentioned thi ment had on display a unique lamp with shade and amber bottle-shaped base and stands in red wood and painted design anese character.

For ultra-perfection in the modern g Ovington's is not surpassed.



One of Ovington's beautiful window displays in which china, glassware and lamps are advantageously shown.

e Evolution of Light and the Lamp

Interesting Reflections on Developments of Lighting Equipment Throughout the Ages

By O. Sachsteder, Jr.,
Sales Manager, Aladdin Manufacturing Company

ND God said, let there be light and there was light. And God divided the light from the darkness. And God called the light Day; and ness He called night. And the evening and the were the first day."

ignificant phrase of the above quotation as ap- the question of artificial lighting is "And there gt." Not alone the light of the sun by day nor of n by night, but the potentiality of light by day to be produced by man as he wills.

rimitive man first came into possession of fire—light—is of little import. The fact remains that m the fall of a meteor from heaven, overflow of n the bowels of the earth, or from a spark struck g the manufacture of his primitive implements, omforting warmth for the body, and the flicker- of light which was to be the first stepping stone ial illumination.

nan valued highly this gift of God is shown by ology and songs of all lands. "Greek mythology the fire bringer to the dispenser of light in a sense, while the Romans worshipped Vesta as ss of the Health and also of sacrificial fires, and of the birth of light the eternal fire was guarded l Virgins."

long time the fire on the hearth served at the e as a source of light—among the Eskimo no ificial light is known at this present day. First flickering kindling-wood pan, then resin and ts, then reeds covered with wax, pointing to the of heat from light, which was nearly accom- the lamp of the ancients and the taper of the ges.

eresting to conjecture in just what manner primi- developed the oil burning wick lamp. In all y, a bit of glowing bark or splinter from a blaz- ropped into the fat dripping from the roasting d man, quick to see the advantage of the feeble shioned for himself rude, shallow stone or clay s with a funnel for the filling—a reed for the olive oil for the illuminant. This crude lamp re runner of the more shapely bronze and stone the Egyptians and Greek—nay—it was the fore- the wrought iron, fish oil burning Betty lamp lgrim forefathers, the Franklin lamp of a little and the kerosene lamp of our grandfather's day.

antiquity, the Medes, Persians, Assyrians and illuminated their streets and temples with lux- digality, often having the streets lined with rows nd bronze vases, with a capacity of as much as one hundred pounds of oil, and burning a wick three inches in diameter.

A step in advance was taken when our forefathers developed the making of candles. The principle is the same as in the oil lamp of the ancients—the oil in the instance of the candle being in a solid form. The lamp was further improved in the eighteenth century by the invention of the hollow wick and of the lamp chimney; though it needed the substitution of kerosene for olive oil and rape seed oil to bring the oil lamp up to its present day efficiency.

There are those of us who can remember when our houses were first piped for illuminating gas, and with what joy we hailed that feeble, yellowish flame as absolutely perfection in the matter of lighting. Then the Welsbach burner, with its more agreeable glow, became the next improvement, only to be superseded in time by the carbon lamp of our early days of electric lighting.

What a change has come about since the electrical wizard, Thomas A. Edison, has made it possible for us to illuminate our homes by pressing a button. We no longer seek for the glare of a harsh, bright light but rather do we choose to beautify our homes by our lighting equipment. We seek to have harmonious and efficient illumination by placing beautiful lamps just where we want them a floor lamp's soft glow beside the piano; a bridge lamp to throw the light upon our magazine when we drop into our comfortable reading chair. Upon the writing desk, in the boudoir, in the babies' room, we solve the problem of beautiful illumination by placing soft shaded lamps at the psychological and strategic points.

"And God said, 'let there be light' and to man he gave the power to extract it from the elements of the universe, that he might illuminate his pathway through life—"And there was light."

Dollar's Purchasing Power Increases

The purchasing power of the average American has increased more than one-third in the past five years, according to figures compiled and recently made public by the National Bureau of Economic Research. This rate of increase is far more rapid than that which has maintained in earlier decades. Apparently the purchasing power of the average American has increased as much in the past five years as it did in the forty years from 1850 to 1890.

In the diagram the solid line showing per capita income in actual dollars starts at only $51 per person in 1850, and

(Continued on page 27)

CAUGHT IN THE NEWS NET

THE well known glassware salesman, Myric Bryce, who has been connected with Bryce Bros. for the past twelve years in a sales capacity, has resigned his position with the firm, his resignation becoming effective March 1. Mr. Bryce has been connected with the concern's New York office for the past five years and before coming to New York traveled the New England states and Pennsylvania for the factory. He has no idea of getting out of the glass business but is resting up at his home at Little Neck, L. I., before engaging himself again.

Henry Saul, of Rehberger & Saul, importers, left Saturday for a road trip opening up his line as one of the exhibitors of the Eastern Manufacturers and importers at the Hotel Statler, Boston, on Monday.

George Dougherty, treasurer and salesmanager of the Economy Glass Co., Morgantown, W. Va., arrived in town on Monday of this week for a few days stay. While here Mr. Dougherty was busy consulting with his factory's local representative, D. King Irwin.

A. Stanley Brussel, of F. Bing & Co.'s Successors, left the latter part of last week for Boston. He will be on the road until the latter part of May and will go as far as the middle west as a member of the Eastern Manufacturers and Importers.

James E. Duncan, Jr., president of the Duncan & Miller Glass Co., spent Monday of this week in New York consulting with his firm's local representative, Paul Joseph.

William G. Mueller returned Tuesday from a week's trip that took him to Chicago, Cleveland and points west. Mr. Mueller reports business as being spotty.

Alec Shaw, of the A. J. Fondeville & Co. sales force returned Tuesday from a selling trip that took him to Baltimore, Washington and points south. Mr. Shaw declares that business is good in that section.

The number of buyers visiting the New York market during the week past were noticeably few, as March sales are keeping many department store buyers confined to their stores for the present. Among those who visited the market this week were H. Kluter, china and glassware buyer for Stewart & Co., Baltimore; O. J. Hannauer, china and glassware buyer for the Goerke Co., Newark, N. J.; Charles Cohn, china buyer for M. Abramson, Flushing, L. I., and A. A. Breton, housefurnishings and toys buyer for Shartenberg & Robinson, New Conn.

Department store buyers visiting the New York report sales as good and in some instances better year ago at this time. Although business has been quiet of late wholesalers and manufacturers' age lieve that the movement of stock in the stores wil the placing of some good orders during the next days.

Manufacturers Study Glassware Pack

An unusually interesting meeting took place in fices of the American Association of Flint & Lim Manufacturers in Pittsburgh recently. Practically tire afternoon was devoted to a study of the pac pressed and blown glass tableware that was made in of the American Railway Association by two en Messrs. C. M. Bonnell, Jr., and H. C. Hoover.

C. M. Rodefer of the Rodefer Glass Co., p of the glass manufacturers' association, presi a most efficient manner. During the reading of th in which was outlined findings made and con drawn by the investigators, many pertinent questio asked by the manufacturers. It was pointed out by the speakers that they had found 66 different sizes rels used by the glass manufacturers. It was su that four different sizes would be sufficient. Anoth developed was that more glassware was broken a barrel was in the hands of the consignee by someo lessly hammering in the head of the barrel when it. It was practically decided that a barrel 19½ inches was the most convenient and the best for glassware. Beaded steel hoops properly fastene said to be preferable to wood or wire hoops.

No suggestions were made by the representat the Railway Association as to what kind of ba hoops should be used. They confined their discu findings they had made when watching shipments sit, unloading and at the time of unpacking.

That the glass manufacturers who did not att meeting may have a definite idea of what the A Railway Association is, the following description i

Briefly the Freight Container Bureau of the A Railway Association is an organization composed perts in the packing of various commodities fo portation over the railroads. This organization was in 1921 under the direction of the Board of Dire

ierican Railway Association and Col. B. W. Dunn, hief inspector of the Bureau of Explosives, was ized to carry on the Freight Container Bureau n connection with his other work. The purpose of eight Container Bureau is to make studies of the g of particular commodities that may be causing e. The study of the packing of a commodity is as- to a trained engineer with the instruction that he btain as much information on the subject from all as is possible with the thought in mind eventually pare recommended specifications for the packing : commodity. The cooperation of all of the inter- rganizations involved in the commodity study is de- nd the information on packing is largely obtained h this means of co-operation.

r the engineer has prepared his tentative recom- ions, meetings are held with the manufacturers of mmodity, the carriers' representatives, the container s and other similar organizations who are inter- These meetings are for the purpose of having the organizations review the tentative recommenda- o that they may assist in producing recommenda- at will be for efficient and economical containers. the past several months the Bureau has been mak- dies with reference to the packing of pressed and glass tableware in slack barrels. Two engineers, t. C. M. Bonnell, Jr., and H. C. Hoover working e New York office, have been making studies in the tswhere the ware is manufactured for the purpose of r g the method of packing. They have watched nts at points of origin, transfer and destination o stations. They have also inspected and unpacked y ipments of glassware at the consignees' places of ne and have prepared a tentative specification cov- g e recommendations on this subject.

he neeting Tuesday was for the purpose of discuss- th entative recommendations on packing of glass ta- ar in barrels with the American Association of Flint Le Glass Manufacturers' Association. After this er ces will be held with the cooperage manufacturers ot r interested parties and then the specifications will ev d. When approval by the various organizations be obtained the recommendations will be prepared pri d circular form for distribution to all of those a interested.

he ecommendations are in no way compulsory and ply epresent what the engineers have found to be good ctic to be followed in the packing of glassware. The igh Container Bureau has no authority to make any he commendations compulsory, but the railroad exe- ves who direct the work of the Bureau have. The mit e directing the work of the Freight Container rea s composed of 13 railroad men, three operating cial three traffic officials, three claim officials, three irm of the classification committees and a member the anadian Freight Association. When the recom- mdat ns are finally agreed upon they are given to the ve mmittee for consideration and such disposition t m see fit.

Business Personality Is Divided Into Tangible Traits By New York University Professor to Help Individuals Solve Own Problems In Development

"That schools and colleges have given training in only about 15 per cent of the essentials of a job," is the conclusion which N. L. Hoopingarner, professor of business psychology in the School of Commerce of New York University has announced. Professor Hoopingarner has been carrying on a series of investigations in the field during the last seven years involving more than 50,000 individuals scattered in widely diversified occupations. He also contends that the problem involved in the supervision and personal development of men has been largely sidestepped by business executives.

"Business has come to realize," said Professor Hoopingarner, "that the greatest part of its problem is to develop the individual in the effective use of his knowledge, to develop personal qualities. It has been my observation that supervision and personal development of men has caused more executives and sales managers to sit up late at night than any other business problem.

"The employer told the new man: 'Here are the facts and methods; now it is up to you to make good.' The reason for this attitude was that the employer really did not know how to help the man 'make good.'

"A man's worth above thirty or forty dollars a week is dependent on his ability to get favorable results from people. A man who has only technical knowledge to offer can be hired for a very modest figure, regardless of experience or training. But if a man has, in addition to the specific knowledge of his work, the ability to deal with people, his earning capacity and opportunities for advancement are almost limitless."

Mr. Hoopingarner points out that the factors in personality are really identical with the important factors of ability, personality being the result of the operation of these factors. In order to analyze the problem, he has subdivided ability into the following traits: impressiveness, initiative, thoroughness, observation, concentration, constructive imagination, decision, adaptability, leadership, organizing ability, expression and knowledge.

"Investigations," he said, "prove such a glaring gap between training and performance on the job that colleges and universities are seeing that the greatest part of their responsibility lies in training the student in how to make use of the knowledge he has received when he gets out into life.

"Consideration of facts," Professor Hoopingarner said, "show that even in technical study such as engineering, a man's success is due approximately 15 per cent to his technical knowledge of his particular field and 85 per cent to those human qualities, primarily those qualities which have to do with successfully dealing with people." These facts are confirmed by surveys made in conjunction with the Carnegie Institute of Technology.

"Results show that advisory methods for personal de-

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



Passing of Old Kiln Firing Methods

COUPLING the news of the Edwin M. Knowles China Co., Newell, W. Va., that it proposed to erect tunnel kilns in its plant this season, with that of the previous announcement of the Homer Laughlin China Co., that it would erect a new tunnel kiln plant, and also with the report that an interest outside this district also proposed to erect tunnel kilns, it is taken to mean that the old method of kiln firing is gradually passing out of the picture. While tunnel kilns have to be operated steadily it also necessarily means that the production of these kilns is far greater than perodic kiln schedules. The result is, the operator of tunnel kilns is producing almost twice the volume of dinnerware possible in plants operating perodic kilns. With increased production in the larger plants it is taken to mean that a more intensified campaign for business will result from that quarter than ever before, and that the battle for business will be more keen than ever. Erection of tunnel kilns of course means that the production of dinnerware will be augmented considerably, but manufacturers operating smaller plants from seven to nine kiln capacity, are not in position, in most instances, it is maintained, to increase their output for the reason plant location will not admit of factory extensions.

Walter Ashbaugh Now With Edwin M. Knowles

Walter Ashbaugh, formerly associated with the sales department of the West End Pottery Co., who recently retired from that organization is now identified with the Edwn M. Knowles China Co. He will be connected with the office and sales department of the latter plant.

Silverstein Heads B. Nugent & Bro.

Pottery salesmen traveling western territory have advised home offices that S. L. Silverstein has been named president and general manager of the B. Nugent & Bro. Drygoods Co., St. Louis, Mo., taking the place of Franz A. Cramer, who retired last December. Mr. Silverstein was formerly associated with the Rosenbaum Co., Pittsburgh, but has been identified with the St. Louis firm for about a year in an advisory capacity. Mr. Cramer, it has been explained, became president of the Denver Drygoods Co., Denver, Colo., last January, and while he still retains a stock interest in the St. Louis store, he has resigned as a director of the Bry-Block Mercantile Co., Memphis, Tenn.

Says Business Prospects Encouraging

J. M. Saville, buyer of dinerware and glassware for Zion's Co-operative Mercantile Institution, S Utah., announced this week that both glassware nerware "have been quiet" so far this year. He to say: "From all appearances business in genera in all other sections in Utah, southern Idaho and Nevada according to reports from our traveling have covered this territory several times since th the year. I may say, however, prospects at th time are very encouraging, as we have had a w fall of snow, more particularly in the mountai it is most needed, and does more good, and in th and cities proper we have had a lot of rain. Unl thing unforeseen happens, we see no reason w should not 'run' ahead of 1926."

New Hopewell Shape Popular

The new shape recently placed on the marke Hopewell China Corp., Hopewell, Va., is declare been one of the most popular ever put before the this factory. It is now being shown in a numbe decorations listed since the close of the Pittsburg season, and is shown as a companion to the "Dix which is being continued.

Robert Opens China and Glass Depa

A new china and glass department has been o the T. H. Roberts Department store, Youngstow was announced this week. The store is one of in the Youngstown district, but a department program recently determined upon has just l cluded. An entire new stock of china and glass been included in the new department. The firm taken another long term lease on its present l

Owen Producing Ivory Dinnerwa

Ivory body dinnerware is now being produc Owen China Co., in its new No. 2 factory, it is a by General Manager H. W. Kibler. The "Miner is being used in this connection. It is also said factory proposes to add an additional shape within the next few months. A white body is l duced exclusively in the old factory of this "We have been receiving a rather fair volume o during the year," Mr. Kibler suggested Wednes while the last few weeks has been more encour of course anticipate a heavy spring trade." It n that two additional kilns will be added to the N of this company this season, but the extensio has not been definitely determined upon. It m that this extension will not be made until late in

early in the fall, the proposed improvement to be ined by the general condition of business a little

Group Insurance Gaining Popularity

some years the United States Potters' Association National Brotherhood of Operative Potters have ed collectively and among themselves the group in- question, but it appears that the Edwin M. s China Co., was the leader in this proposition. others have followed. This company now has mploye insured, and by the payment of 25 cents returns a sick benefit of $10 per week for a period eeks. Should illness continue after that period a t of $51.04 monthly is made for a period of 20 . In the event of death, the beneficiary is paid

as M. Place, ceramic technologist for the Mt. s Pottery Co., Mr. Clemens, Mich., has become a of the American Ceramic Society. It was at this at the first tunnel kiln was erected some years ago.

quite interesting to note the interest taken by some d with the ceramic field to add to the artistic side of erware and art pottery industry. This subject, from time has been touched upon during annual meet- the United States Potters' Association, but no detail has been advanced by that organization. r, at a meeting of the Association held at the Astor, New York, some years ago, Prof. Alfred resented a very interesting and instructive paper upon the artistic side of dinnerware, and it re- for him to go to the front and urge greater artis- t in this connection. But time went by, and it has n announced that a jury of five has been selected a medal—"The Charles F. Binns Medal"—an- those who may merit unusual recognition.

Medal for Ceramic Achievement

completion of the 25th anniversary of the Cera- ol, Alfred, N. Y., the Alumni founded a medal in oration of the event and to perpetuate the pur- he University. The medal is to be awarded annu- high achievement in ceramic art, and is to be de- Miss Elsie Binns, eldest daughter of Dr. Binns. as been selected to make the award, and for the ear is composed of Dr. Binns, as chairman, and Thomas B. Anderson, representing the United otters' Association, and with the Pope-Gosser ., Coshocton, O.; Paul E. Cox, appointed by the Ceramic Society; H. J. Lucas, appointed by nal Terra Cotta Society; Miss Ruth E. Canfield, l by the Ceramic Guild of Alfred, N. Y.

Pottery Business Reported Normal

usiness is in nominal receipt, according to re- en out by the pottery manufacturers of this district. Speaking in a general way, trade is not active, neither is it very dull. Business appears to be following a middle of the road course, and no "speed limits" are being violated. Several of the larger plants in this district are in very steady operation, and some of the smaller producers are in a position to take on more business with the guarantee of quick shipments. That there is room for improvement is generally conceded by all the manufacturers, and as to the future outlook, it is declared that one guess is as good as another. Two plants in this territory are idle, and several others are operating under very slow schedules.

Striking the Key Note of

COLOR DECORATION

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Booneville Seeks Pottery

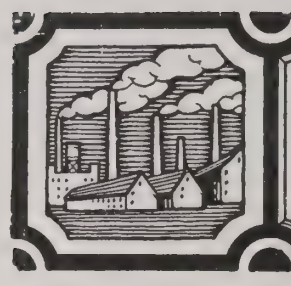
At Booneville, Ind., Ernest W. Owen, Secretary of the Booneville Business Men's Association, has announced that the community is in a position to extend inducements to any who might be interested in locating a generalware pottery industry there.

Pottery Brings $19,623

The sale at the Anderson Galleries of the Old English pottery and porcelain collected by F. J. Cuthbertson of New Haven closed last week with a grand total of $19,923.50. The final session brought $8,329.50.

A pair of Oriental eighteenth century Lowestoft vases went to P. J. Frank for $675. A waterford glass salad

(Continued on page 31)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Heintzleman Retires from Monongah

HARRY L. HEINTZLEMAN, who with the late William Moulds, completed the early organization of the Monongah Glass Co., Fairmont, W. Va., has retired from that corporation, it was officially announced this week. Very recently the Monongah company completed a merger with the Turner Bros. Glass Co., Terre Haute, Ind., and also with the Woodbury Glass Co., Winchester, Ind. As a result a new corporation has been formed that is to be known as the Turner Glass Co., of Terre Haute, and which will be the holding company. The headquarters of the latter interest will be maintained at Terre Haute. While the three different companies will operate as individual units, they will be under the direct control of the holding company. Mr. Heintzelman has been president and general manager of the Monongah Glass Co. for many years, and has been operating five continuous tanks and one 16-pot furnace in the production of plain and decorated table glassware and blown and stemware, together with a line of jellies and tumblers and other specialties. Turner Bros., who have been operating at Terre Haute and also Winchester, Ind., and of which interest W. E. Pittsford is president, have been manufacturing a general line of containers used by packers and preserving interests. It is also reported in this district that R. T. Cunningham, who has been secretary-treasurer of the Monongah Co. for a number of years, may retire from that position, although no definite announcement has been made here in this connection.

Sees Glassware Running to Seasonable Goods

"Glassware is running largely to seasonable goods, such as ice teas and soda water supplies," announced John McClellan, of the John McClellan & Co., Houston, Texas, this week. "Colored glassware is not going as good as we expected," he went on to say and added, "the country merchant is very conservative and will buy very little futures, running mostly into fruit jars, jelly glasses, refrigerators, freezers and coolers. Business since the first of the year has not been as good as in the same months a year ago. The trade handling dinnerware is now buying largely in short dinner sets, 32, 42 and 50-piece sets, of the cheaper grades. The spring season in our country is well advanced, in fact, we have had little or no winter. Strawberries and spring vegetables are in the market now, and we are expecting a decided improvement in trade."

The Maryland Glass Co., Baltimore, Md., proposes to erect an addition to its factory at a cost of over $

Using the blanks made by the Louis Glass Co., W W. Va., operations have begun in the new decorating of the C. A. Borchert Glass Decorating Co., at that The latter plant is close to the Louis Glass Co.'s f The concern was organized but a few months ago.

Added strength is shown in the market on United Glass Co.'s shares on the Pittsburgh stock exchange stock gained one and three-quarters a few days ag held firm at 15, with par at $25.

Seek Option on Crowley, Milner Co

According to unconfirmed reports received in th trict, an effort is being made by certain interests to an option, with a view to future purchase of the st the Crowley, Milner Co., Detroit, Mich., held by and J. J. Crowley. Linked with this story have ap the names of The May Co., the Kresge Syndica R. H. Macy & Co. Resident glass salesmen in the l district have advised that no authoritative stateme been made concerning this purported business move

Glass and Dinnerware in Demand

"In the wholesale trade, domestic glassware in lines is in good demand and decorated dinnerware moving steadily," said W. G. Peterkin with H. L & Co., jobbers, of Grand Rapids, Mich., this week Peterkin announced that whiteware is selling, but volume.

Glass Container Association to Meet

Notices have been received by manufacturers t annual meeting of the Glass Container Association be held at Atlantic City, May 4-6 with headquar the Marlborough-Blenheim Hotel. The program clude discussions of an informative nature, and al the industrial and commercial phases of the industry be discussed at length by those in authority.

German Wholesalers to Visit Here

Glass manufacturers in this part of the countr been given to understand that a group of German sale dealers will visit this district, Maryland, We ginia, Ohio and Indiana within a short time for t pose of buying American glassware and ceram

o do with general house usages. The group will ent over 500 retail distributors in Germany.

Little Change in Glassware Demand

re was little change noted in the demand for glass- s has to do with the lines produced in this district, the last week. Both orders and inquiries are being d in rather liberal volume for the colored glassware and the volume demand at this time is about in g with that of a year ago. However, there is more shown in the demand for soda fountain requisites eretofore this season, but this is a seasonable situa- Inquiries for containers shows an increase, both eference to orders and also shipping possibilities volume is wanted. Blown stemware is in seasonable although many retail distributors have already their orders for these lines, and in many instances tocks have been shipped. The container section trade is showing better activity on account of the ing season, and considerable future business has laced by the larger distributors, it is said.

. . Ganley Managing Philadelphia Store

ial report has been received here from Philadelphia lesmen that R. J. Ganley has been appointed man- the new department store just opened at Market xty-third St., Philadelphia, by Sears, Roebuck Co. said to be the eleventh retail department store by this interest throughout the country.

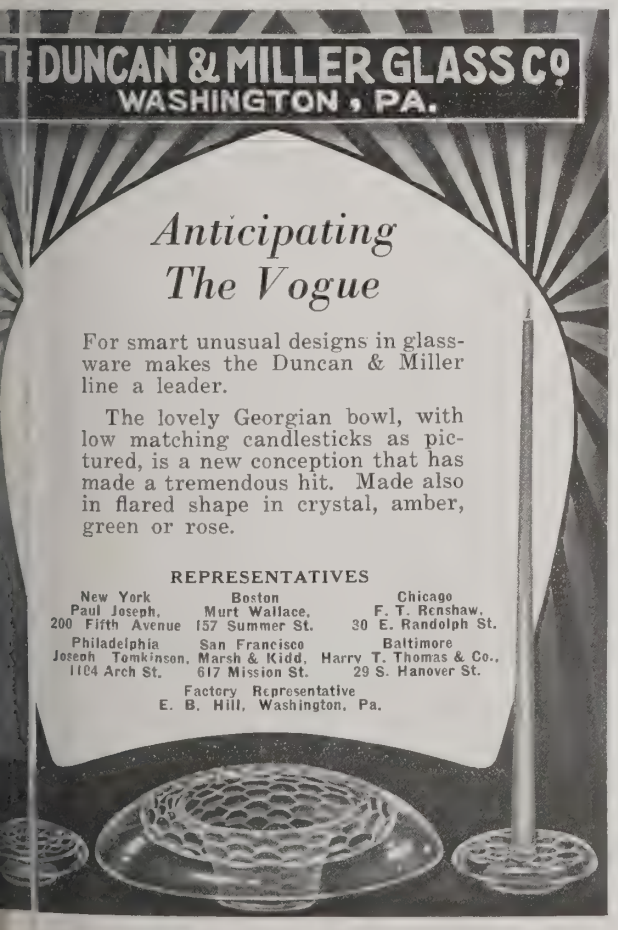
Flint Glass Manufacturers Should Fight Bill Aimed Against Glassware

"Use of glasses or dishes in serving ice cream to patrons of hotels, restaurants, dining cars and fountains would be prohibited in a bill introduced in the house on March 7 by Representative William F. Stadtlander of Allegheny," says an Associated Press dispatch from Harrisburg to the Pittsburgh *Gazette Times*. This bill, it is said, provides ice cream be served in the original containers, but does prohibit the use of ice cream in soda or mixed drinks.

While this matter relates at this time only to the state of Pennsylvania, it should be made a question of national scope. Firms operating glass plants in Pennsylvania should use every means within their power of having this foolish piece of legislation thrown out. There is a possibility that the backers of this bill are as much interested in the manufacture of other containers as they are in sanitation and the protection of health. A few years ago similar action was introduced in the city of New York and failed in its object.

Glass Novelty Company Formed

The Glass Novelty Co., 4402 West Twenty-sixth St., Chicago, Ill., has been formed with a capital stock of $65,000, it was reported among the trade here this week.



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Grapeville, Pa.
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Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



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Traveling Representatives
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CHICAGO
R. A. Keel

EAST LIVERPOOL

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Terminal Sales Bldg.

What's New in New York Showroom

New Schierholz Creations Now Shown by Reimer

Comprising one of the best sample assortments of its kind, the new Schierholz Dresden offerings in white ivory which have only been placed on view within the last few days at the showrooms of the Fred C. Reimer Co., 49 West 23rd St., American representatives for the line, pre-



sent a selection to the buyer that is most extraordinary. It offers one of the most pleasing and attractive lines from any European factory. The display shows a line of such attractive pieces as baskets, candelabras, candlesticks, powder boxes, center pieces and a host of numerous other items, each and every one of which is a work of art in itself. The decorative designs show Cupids and Dresden flowers, while a number of the pieces are created in a weaved lattice effect that is the utmost in daintiness and perfection. The modeling of the flowers and figures denotes the work of real artists and it is a safe prediction to say that this new line is destined to receive an enthusiastic reception from the trade when considering the excellence of the ware in connection with the very reasonable prices asked for it.

Silver Decorations Predominate J. J. Hines, Inc. Displays

A decided leaning to silver decorations is the predominating note in the new display of J. J. Hines, Inc., in that company's most attractive showrooms at 39 West 23rd St. What a harmonious array it makes! As one steps from the elevator to the salesroom a silver medallion with cutting and silver band immediately catches the eye. This decoration alone, according to Mr. Hines, comes in sixty different items. Alongside of this and equally as pleasing is a of salads, relishes, etc., in sterling silver wit background. These also come in amber or Next there is a similar display only in silver blue background. A unique iced tea set consi seven pieces, silver on black border is certain t favorable comment. A cute mayonnaise set is to prove popular, this too, has the silver dec Continuing through the showroom one is con with gorgeous hand-painted flower bowls, can cheese and crackers, in fact so many items tha isn't a thing one could think of in glassware not represented. There is a jade green with r sies for instance so beautiful that it beggars tion. Here also is the latest in lamps! Lam green and gold handle base with metal mount shade of real sheepskin, the new type water bo Grecian urn shape and sheepskin shades, meta with English bronze base, sheepskin shade painted with a very pretty windmill scene in or still more suitable where a man's den is cor —a hand painted hunting scene showing a tramping through marshes with shotgun ar geese slung over his shoulders. Then there is a novelty lamp with log cabin-whiskey bottl These come in rose and green and have pleated

Many New Items at Godfrey-Heat Salesroom

A visit to the new showrooms of the Godfrey Co., which firm as previously announced in the C AND GLASS JOURNAL have just recently opened and display room at 212 Fifth Ave., discloses an ment of many pleasing new items, very attracti the standpoint of both price and quality, which tainly worth while inspecting. Their line of bri boudoir lamps are quite worthy of mention, wrought iron fern and aquarium stands there number of items to pick from any one of which A fine line of trays is also to be seen, either in metal. The designs are pretty and the colors Baskets, book ends, smokers articles, mirrors an other lines too numerous to mention are include display and attractively shown from side shelves ter tables, all finished in a pretty gray, makes room of more than average interest.

Beautiful Things in Bonita Ware

I. N. Looker, 366 Fifth Ave., the recently a New York representative of the Bonita Art G is in receipt of two beautiful items in decorated g One item consists of ROCK GOLD with gol The other is their striking 510 decoration. Both

the best blanks obtainable, and are priced very able for high class work. Mr. Looker now has the te line of samples on view.

ptional Vienna Bronze Lamp Exhibit by Bing

those who are looking for something different ine combining extremely good taste and rare . it is well worth the time spent to visit the ooms of F. Bing & Co's. Successors, the importing house, 67-69 Irving Pl., where may be seen one of the best exhibits in Vienna bronze lamps that could be found. The character and reputation of the Bing lines is well known and these splendid lamp offerings are no exception in the matter of quality and beauty. The lamps are shown in a wide range and selection of Oriental settings and are to be had in either Verde or colored bronze. The illustration will serve in a small degree to show how artistic these are. One lamp in



ilar that merits special mention shows a Mosque wo Arabian figures at prayer. The way the have been applied on this is remarkable. For e, a prayer rug on the floor is reproduced in xquisite tints. When once this line is seen it y understood why so many have become enover it.

Latest Dickinson Offering

B. Dickinson, Inc., 49 Wes 23rd St., American ntatives for Booths, Ltd., Tunstall, England, st placed on view their latest offering from this in their new Rose Bouquet pattern on the y shape. The decoration features, just as the nplies, a floraleffect in which a rose is the feaower. It is a continuous border type treatxecuted in a novel manner. Combined with a half dozen other fanciful, flowers have been in colors of blue, yellow, green violet and tta. A rich brown edge line and traced knobs dles in the same tint complete the decoration. tinctive point to be remembered in connection s treatment is the shading of the flowers. This st unusual type of underglaze work and is rized by the excellent blending which is so different from the usual application of just rs. The Rose Bouquet will be numbered in mong the patterns carried in stock by the n firm.

Geo. C. Kindt & Co. Feature Special Sale Items

For those in search of special sale merchandise Geo. C. Kindt & Co., manufacturers and factory representatives, 19-21 West 24th St., are offering a most diversified line in all sorts of items that will well pay the buyer to look over. In lamps they are featuring two new polychrome metal bridge numbers made in their own factory that are certainly winners and ex-





ceptionally low in price. These are sold complete with shades. The Kindt firm having contracted for a large output on shades from one of their factories are accordingly able to offer these to the trade at the same low prices. In addition to these bridge lamps there is a large display of bed and boudoir lamps. Here an assortment of shapes and brilliant colors are shown to suit every taste each and every item of which is most attractively priced and aptly suited for special sales. Other lines featured are smokers' stands, fern and floor flower holders, aquariums and a host of other numbers. The smokers' stands which are shown in many decorative treatments and styles are also from the firm's own factory and are priced so that they may be retailed at a dollar.

Pasmantier Further Improves Showroom

The firm of John L. Pasmantier & Sons, 5 West 20th St., who represent the Crooksville China Co., Crooksville, O., and the Brush Pottery Co., Zanesville, O., in the New York market, have made a decided improvement in their showroom devoted to the display of the Brush line. While the change is rather simple in itself, the effect it produces is excellent. It consists in the addition of concealed lights placed under the display tables around three sides of the room. The complete Brush line is shown on the floor under the tables and with the light thrown upon the various pieces presents a most effective and original method of display. Umbrella stands, bowls, jugs, stoneware kitchen items and such are only a few of the things included in this interesting showing. The display featuring the Pasmantier firms own decorative treatments on Crooksville white ware is shown on the tables, the combined effect of the two exhibits is most enticing.

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THE CHICAGO MARKET

By
J. H. Smythe, Representative

Retail Store Business Sales Better

WITH the spring season getting under way, the retail stores in Chicago are experiencing better sales and as a result are in better position at this time to order merchandise they need to fill in their stocks. Manufacturers agents here report better sales to the stores during the past two weeks and there is a general quickening of trade all along the line. Dinnerware is being given more attention at this time than it has received since the January selling events and glassware in salad sets and stemware is moving in a satisfactory manner.

A dinner set of 83 pieces priced at $14.95 was a leader at the Boston Store this week in their annual March sale of dinnerware. Hartman's featured all kinds of house-furnishing items, including kitchen ware and dinnerware in their "March of Events" sale being conducted during the entire month. A car load of optic Colored stemware was featured at the Fair in their Spring Openin which got underway this week. Included in this were fruit salads, goblets, wines, cocktails, iced t tumblers, many that usually sold for 29 and 39 The 28th Anniversary sale at Hillman's included grouping of colored glassware in candy jars, vase wich trays, salad bowls and sugar and cream s priced at 69c each. These were in amber, blue, g rose with attractive cuttings in floral designs.

George Turner, manufacturers representative, w play in the Shops Bldg., returned to the city last M following a trip to Cleveland, O., and Toledo, business. In Cleveland Mr. Turner conferred with & Frank, Inc., lamp manufacturers, whom he rep in the Chicago territory.

The A. E. Hull Pottery Co., Crooksville, O., nounced a permanent exhibit in room 651, M Hotel, with D. W. Worthington in charge. This has been exhibiting at the Morrison Hotel for som but only recently decided upon the permanent ex room 651. Mr. Worthington is well known in the field having served the trade in the middle west fo years. Yellow mixing bowl sets are as usual a big of the Hull exhibit.

Petition in bankruptcy was filed last week by A. naud, 2549 E. 76th Street, Chicago, lamp manuf Assets were given as $4,815 and assets at $170.

R. S. Hubbell, assistant buyer of china, glass an for the Famous and Barr Co. of St. Louis, was cago last week on a buying trip.

Percy Rose, Chicago representative for Ko Bros., New York, will move his exhibit in the A Furniture Mart from space 429 to space 345, t space being directly opposite the new elevators b stalled in the Mart.

Fifteen million dollars will be expended by M Field & Co. it was announced last week for the ere a huge wholesale house in Chicago. The company cided to house all of their wholesale, warehouse and facturing activities in one large building, which w the largest floor area of any building in the world struction will commence in the near future and

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pleted in two years' time. The building will be located he North Bank of the Chicago river facing Wacker e on the opposite bank. The property will embrace r square blocks running south from Wells and irie Streets. The Marshall Field & Co. wholesale e will be a sixteen story building with several light s devoted to merchandise displays.

What is said to be the biggest art glass manufacturing a in Chicago, is now under construction. It is a 3-story ilding and is being erected at 2847 Lincoln avenue for e Drehobl Bros. Art Glass Company. It was designed Isen & Urbain, architects, and will cost, it is said, 2,000.

The X-Ray Mirror Company, 4326 Elston Avenue, has ee incorporated with a capitalization of $1,000. The mpany will manufacture X-ray mirrors, lamp shades d rames of every kind. The incorporators are L. J. er James F. Burnham, and Alex W. Jamieson.

For porch use and sunrooms there is nothing more attractive than plants fitted with good looking Jardiniers Pots. W. C. Owen, Inc., 17 N. Wabash Ave., have just received from the Rubalta Studios a line of hand decorated flower pots fitted with trays. These may be had with Green, Blue or Tan background with blending floral designs. They come in two sizes, 4½ and 5 inches high and are priced most attractively. In this new decorated pottery is included Jugs, Vases and Jars. The concern are also showing two very moderately priced wall pockets, imported from Czechoslovakia. They are of warm Ivory color decorated attractively with a raised butterfly of blending colors. These wall pockets are especially adaptable for Spring and Garden flowers.

Plans Made for Sixth Annual Chicago Gift Show August 1-6

Scenes reminiscent of ancient Bagdad will be enacted in Chicago, August 1 to 6, when thousands of giftware buyers, traveling on caravans of steel make the pilgrimage to the Sixth Annual Gift Show at Hotel Stevens, Chicago.

Exhibits of beauty will greet the eye. Here buyers will find everything in giftwares to please the varied tastes of their clientele—the useful and practical as well as the artistic and decorative.

Hundreds of new items will be displayed here for the first time—merchandise designed especially for this great selling event.

Over three hundred exhibitors will be there. Three entire floors of the world's largest hotel have been reserved for this Show—which in number of exhibitors, variety of display and attendance, will be the largest giftware show ever held.

According to Mr. E. W. Steinbeck, president of the Gifts, Art Wares and Novelties Association, there will probably be at least three thousand buyers in attendance.

"Chicago is more and more becoming a year-round buying center in giftware lines. Buyers from all over the country come to Chicago when in need of new merchandise, for here they find permanent exhibits of giftwares of all kinds, together with the latest fads in the novelty lines. And the Gift Show, coming as it does at the start of the buying season, affords an unusual opportunity to select personally new stocks for the busy months just ahead.

"Chicago's popularity as a buying center is further understood when one considers the central location of this great metropolis, its unsurpassed hotel accommodations, unmatched facilities for entertainment, and its comfortable summer climate, kept cool by the refreshing breezes from Lake Michigan. In fact, many buyers plan their vacations for the first of August so that, after their buying is over, they and their families can enjoy the beaches, the parks, golf, baseball, lake trips and other attractions which Chicago alone offers."

Make your arrangements now to attend the Sixth Annual Chicago Gift Show August 1 to 6 at the Stevens Hotel, Chicago.

We cannot succeed unless we try.—*Lincoln.*

Unscientific Taxation Attacks Busines

In Our Scientific Age the Stupidities of Tax Methods Menace Business Enterprise and Development

By Charles Johnson Post

Foreword: The following is an interview with Mr. Charles T. Root, one of the leading business analysts in the country and a close student of taxation and our present anti-business tax methods.

In these interviews Mr. Root points out how prosperity is founded upon the purchasing power of our nation. That our present unscientific methods of taxation attack the purchasing power of our nation at critical points. Taxes must be levied; but to levy them against industry and to lessen them upon other things is to attack industry. Every business man should read these thoughtful statements by a practical business expert. We must revise our tax methods and make our tax systems scientific. Read them. And write us your thoughts.

FIRST ARTICLE

PRODUCTION is the basis of national prosperity; and production and manufacture cannot exist unless such goods are purchased; they cannot be purchased unless there is in existence at the same time a purchasing power; and purchasing power is dependent upon the amount of value of production that is turned back to the nation in the form of wages. This is fundamental.

"There are three fundamental problems confronting the business life and prosperity of this nation," said Mr. Root, President of the American Association for Scientific Taxation. "One: the maintenance and development of the purchasing power of our nation. Two: the vital necessity of reforming our present hodge-podge unscientific tax laws that are not only considerably diverting the annual purchasing power of the United States, but are actually attacking it. Three: the getting rid of the vicious doctrine that unthinking business men and manufacturers often accept, that we must go through recurrent periods of 'business depression' as normal incidents of business life.

"Let me refer to the last mentioned at once. Solemnly business men will talk of business depression as due to 'over-production' while at the same time the country is full of men and women who wish to Heaven they had the money to buy the goods that the manufacturer makes. The term 'over-production' is misleading. As Professor Sumner of the Department of Economics at Yale said years ago, 'there is no such thing as over-production of goods; there is such a thing as over-production of goods at a price.' So the problem is certainly not one of 'over-production.'

"The problem is one of 'under-consumption,' or, to put it in a more business like form, the problem is one of maintaining the purchasing power of the nation; not only of maintaining it, but also of extending it. So far as we do this we shall abolish hard times, and prevent the dying down of business in recurrent depressions.

"In common sense, until the needs of all the pe of the United States have been supplied, there can n be such a thing as 'over-production.'

No Wages—No Buying

"If people cannot buy because wages are low, or t are no wages at all through lack of a job, or farm p ucts bring small prices and farming is depressed, of w use is the best planned sales campaign to a manufact or business man? So he retrenches—and still further duces the nation's purchasing power. Of course it is portant that the business shall keep its chin above wate order to prevent total drowning; but why run the ec mics of our business swimming on the basis that e now and then we must expect to be drowned or ne drowned? No swimmer ever won a race who was ta to swim on the theory that he must naturally expec drown every hundred yards.

Ford's Great Book

"I want to say right here that I have been tremendo impressed with Henry Ford's latest book, 'Today and morrow,' in which he advances the claim that the rem for hard times is to raise wages and reduce prices. raise wages is to raise the purchasing power of the co try; and to lower prices is to thereby increase the amo of goods consumed and thus causing a greater volum manufacture, to lower costs of manufacturing that qu tity production invariably develops.

"Why, the only thing that has kept the United St prosperous since the Great War has been the fact that have kept up our purchasing power through keeping with the high war-time wages, and this in turn has rea to manufacture of more goods—silk stockings, dre automobiles, and every form of necessity and lux What an absurdity it is for business men to solemnly nounce the working men, or women, who revel in luxu above their station! 'Phonographs!' 'Radio!' he claims. 'Silk stockings for women folk! Cotton's enough.' One even hears sometimes a critical comm about the American workingman riding around in auto biles. Well, why shouldn't he? The great automobile dustry, with all its dependencies, would never have ga its front rank position with only the rich for a ma It is the wage earner and the farmer who have raised colossal industrial and financial structure. One of great single sources of our post-war prosperity has b the fact that so many American workingmen could automobiles.

Farming Is Business

"Why, look at the absurdity of some accepted but c mercially destructive theories. It was only a short t



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at a British commission came over here to study our ican business situation. One of the amazing things truck them was the number of automobiles that were up outside of so many factories in so many American 'Do you know,' remarked one of the Commission ers, 'that if any British employer knew that any yee, a workingman in his factory, owned an auto- e, even if only for his own pleasure, let alone riding rk in it, that such employee would be immediately rged!' And there you have the problem and some follies in a nutshell. In Great Britain from one to million men are out of work—sometimes more—all ne, and are living on the dole that has to be paid out es which have, in turn, to be withdrawn from the ries. All because they have no purchasing power. annot emphasize the fact too strongly that the pres- pression, in farming for example, is no mere local m for the farmer and the farm states. It is quite al to the business interests in the manufacturing s of the East as it is to those who actually plough ap. There are over 6,000,000 actual dirt farmers country; with their families and those who are in- y but closely connected with farming—the farm vil- farm banks, farm stores and so on—it has been ap- nated that some forty million people are closely de- it upon farm prosperity. Lack of prosperity throt- eir buying power. Lack of buying power instantly on the manufacturer, who then must produce less e of lessened sales; he lays off workmen and this in ill further strangles industry by reducing the buying of the nation through the loss of wages.

Pennsylvania the Leader in Ceramic Production

By J. B. Shaw

Professor Ceramic Engineering, State College, Pennsylvania, in Pennsylvania Manufacturers' Journal.

When the term "Ceramics Industry" is mentioned, one is apt to look wise and say nothing. If, however, we use the more common term, "Clay-working Industry," the many brick, tile, sewer pipe and terra cotta plants come to mind. As a matter of fact manufacturing plants in the state are properly classified as ceramic plants include the following:

Common brick, vitrified brick or blocks, face brick, fancy or ornamental brick, enameled brick, architectural terra cotta, hollow building tile or block, sewer pipe, stove lining, fire brick and refractories, pottery, porcelain, glass, lime, plaster and cement.

The last census statistics show that the capital investment in these ceramic industries of the United States is approximately $1,055,000,000 and the production annually amounts to about $800,000,000. Corresponding figures for Pennsylvania, published by the State Department of Internal Affairs, show that in 1920 there was in this state a capital investment in the ceramics industries of $212,000,000 and an annual production of $248,000,000. In other words, we have about one-fifth of the capital investment and produce about one-fourth of all the ceramic products of the United States.

Here in Pennsylvania there has grown up a huge industry, dependent primarily on our abundant deposits of

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clays, ganister, limestone and other mineral resources upon an unlimited supply of the fuel coal. Also our ness to the districts of great population that are the cipal consumers of the products, guarantee to our indu a preferred market.

Measured by any scale then, ceramics is a lea though little advertised industry of Pennsylvania.

The ceramics industry is older than our present lization, as shown by the clay tablets and pottery f by archeologists in the sites of Babylon and other bu cities. Cement used by the Romans two thousand y ago is withstanding the elements. During the mi ages and until very recent times, ceramics was a handed down from father to son, with carefully gua secrets. However, modern industry and civilization manded new ceramics products, and a quantity and g of the older ones hardly possible by the old method. T in response to a demand of the industries, collegiate c mics education was first established in this country by Ohio State University about thirty years ago. There at present in the United States ten colleges or univ ties giving instruction and granting degrees in Ceram

If one compares the ceramic products of thirty y ago with those of today, the results of scientific st and research in ceramic raw materials and processes comes apparent. For example, such common and ta for granted articles as face brick, enameled cooking u sils, and kitchen ranges, spark plugs and high tension sulators, either were not known or were crude in de and costly. The insistent demand of the steel indu is for refractory furnace lining that will withstand hig and higher temperatures. The electrical industry w better insulators. The glass industry develops grade glass that will withstand heat and knocks. The road r ers demand a cement of increasing strength and wea powers. Altogether the field for study and investiga in the ceramic industry is almost without limit.

Several years ago the writer, in seeking to establi college course in Ceramics in Pennsylvania, visited a lege in a neighboring state offering a course in Cera Engineering. With such a well equipped school you n have a great industry in your state? was asked. The swer was, "No, most of our graduates take position Pennsylvania."

The outline of the investigation was the establishm of a Department of Ceramics at The Pennsylvania St College, where the young man, a graduate of a high sc within the state, may take a course in ceramic enginee receiving at the same time the benefits of instructio the regular collegiate branches, of a character peculiar great institution of learning.

The college has furnished funds for the equipment complete and up-to-date ceramics laboratory, inclu grinding and moulding machinery, kilns and furnaces

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That Industrial Workers Would Improve By Vacations on Full Pay As Well As Men in "White Collared Jobs" Is Contention of New York University Magazine

Questionnaire Sent By Dr. Harold de Wold Fuller, Elitor of "New York," to Heads of Industry Uncovers Several Plans of Large Industrial Concerns

The feasibility of industrial plants offering employees two weeks vacation on full pay, providing that they have been with the company at least two years, is being discussed in *New York*, a weekly journal for the general reader sponsored by New York University.

Three queries were put to leaders of opinion, who are mainly heads of industry, by Harold de Wolf Fuller, the editor. To approach the relation between the employer and the employee these men were asked: "Is it possible? Is it feasible? Would it, in your judgment, if carried out tend to break down the barriers of group feeling between employer and employed?"

"The question is more than an academic discussion," writes Mr. Fuller, "for a start has already been made. The Standard Oil Company of New Jersey now has a vacation plan for wage earners. It provides for one week's vacation with full pay to employees of one year's total service, the last ten months of which are continuous, and two weeks' vacation with pay to employees of five years' or more service, the last ten months of which are continuous."

Walter C. Teagle, who outlined their plan, says that the purpose is two fold: preparation for another year of service and a reward for faithful performance of work already done.

"Even though espoused by some of the larger companies, the progress will no doubt be very gradual," said Dr. Fuller, "because of the difficulties felt by many of the industrialists. Mr. John B. Berryman, first vice-president of the Crane Company of Chicago, illustrates this point:

" 'Production in a modern shop is based upon a series of specialized operations and any break in the chain will throw the whole system out of order. Should the vacations be given at one time, the shop would have to shut down, and if they were scattered throughout the summer months, when everybody wants them, so many men would be away at a time that efficient operation would be out of the question.' "

Judging from a survey which his office made, Mr. William Green, president of the American Federation of Labor, writes:

"As the evidence accumulates that vacations with pay are good business we should certainly expect to see an extension of this practice. Vacation benefits the worker physically and mentally, and certainly makes for better industrial relations."

Mr. George B. Cortelyou, President of the Consolidated Gas Company of New York, points out certain serious difficulties to be overcome and remarks that "a unif vacation might well call for reestablishment of differ tials by a readjustment in hours, rates of pay, and oth wise. Nevertheless, the desirability of a liberal policy this regard is so well recognized that the finding of a sa factory solution is worthy of every effort. In our c organization, wherever skillful management has foun way, such a policy has been applied."

Mr. Fuller concludes: "A vacation is a clear-cut b ness arrangement which in white-collar occupations been found necessary and desirable. It is a recognitio human values which appeals to the imagination, for i one of the few social links connecting the high and lowly. It has numerous other implications which, ta together, constitute rich assets. The preparation for outing, the actual enjoyment of it, and subsequent re lections form a body of experience which may well new leaven to the routine of work. They also mak wholesome break in the deadly march of the calen The physical refreshment from a vacation is no more portant than the intellectual and the spiritual.

"Men and women count upon these benefits and, as t are able, extend them, recognizing how pervasive they in the enrichment of their lives. Is it not reasona then, to suppose that the ranks of industrial labor wo soon acquire the capacity for such enjoyments? And so, would these not tend to furnish common interests the workers with the executive and administrative side industry of a richer and finer nature than any that exist?"

C. of C. to Consider "New Business Era

Under the general heading, "The New Business E problems of current interest to American business wil considered at the Fifteenth Annual Meeting of the Ch ber of Commerce of the United States to be held at W ington, May 3rd to 5th.

As suggested by the General theme of the meeting, national gathering of business men will focus its at tion on important economic changes now taking plac the nation's business life. The new competition, with tire groups battling for markets; hand-to-mouth buy instalment selling, improved business standards, t relations committees, more adequate statistical infor tion, simplification, elimination of waste and a scor other modern developments in business will be discus

Some 1,500 chambers of commerce and trade ass tions in every state in the Union have been invited to s delegates. In addition, individual invitations have sent to outstanding business executives, leaders in the v ous branches of industry, finance and commerce.

The general sessions will be held at the headquarter the National Chamber, facing Lafayette Square. Chamber's annual message to business will be delivere President John W. O'Leary at the first general sessio Tuesday morning, May 3rd.

The program has been arranged so that the main

SELDEN SELECTIONS



SPICER GLASS



Gleaming iridescence in blown glassware. Four beautiful colors and many graceful shapes at exceptional prices.

Catalog on request.

SPICER STUDIO

HOWARD G. SELDEN ART WARES 225 FIFTH AVENUE, NEW YORK

532 E. Market St.
Akron, Ohio



IT WEARS IN SERVICE



THE ECONOMY TUMBLER, LEAD GLASS
(Pat.)

DO not mistake this Tumbler for the ordinary "blown tumbler." Economy Tumblers are designed and produced to stand up in service. Heavier in wall and bottom and made from Lead Glass.

Our name on all Economy Tumblers.

ECONOMY GLASS CO.
Morgantown, W. Va.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~ HOTELS ~
~ ~ CLUBS ~ ~

MAYER CHINA
COMPANY
Beaver Falls-Pa

graphical divisions of the country will have an opportunity to present their particular problems before one of the large general sessions. Speakers are now being selected for this purpose. Each of the main branches of business will hold special group meetings to discuss their own problems. These group sessions will be held by representatives of foreign trade, finance, agriculture, insurance, manufacture, domestic distribution, natural resources, transportation and communication and civic development.

In connection with the annual meeting, it is planned to hold a joint general session with the business men and officials from Latin America, who will be in Washington for the Third Pan-American Commercial Conference. The program also provides for a meeting of the American Section of the International Chamber to discuss world trade problems, particularly barriers hindering the free flow of commerce among the nations.

Business Showing Improvement

February is normally the slowest business month of the year, and if that turns out to be true of 1927 this year year will be a relatively prosperous one, for business was fairly good last month, and has been improving so far in March. At the present time the favorable symptoms are more numerous and more impressive than the unfavorable ones. The most important adverse developments appear to be the continued slowing down in building construction, some increase in unemployment, and a larger number of business insolvencies. Perhaps the recent considerable declines in the general price level ought to be added to this list.

On the favorable side the list is longer, and the items more important. Automobile output is increasing rapidly, despite keen competition and some price cutting, and the demand from retail buyers is rapidly approaching the figures of last year and the year before. The textile industries are more active than they have been for a long time. The iron and steel industry is steadily increasing its output, despite some price declines, and its volume of forward orders is swelling. Traffic on the railroads continues to exceed the figures of last year, and is growing. The consumption of copper is increasing. Agricultural conditions are not good, but the outlook for the cattle business is most promising and prospective profits should considerably help out farm incomes. The business of the tire manufacturers is probably the most prosperous among all the important industries.

The prevailing trend of prices on the security markets continues to be an advancing one. Bond prices advanced in February, and the volume of sales was very large. The average prices of industrial and railroad stocks advanced on all but five of the trading days, and reached new high levels for all time, while the volume of trading was far greater than it has ever been during any previous February. Increases in dividends were more numerous and larger than decreases.

General business is still above normal. Credit co tions are easy, and will probably get still easier after passing of the normal spring demands for extra acc modations. Employment is good and wages are high. present prospects are that business will continue t good in the months directly ahead.

Recent Trends in Business

"No one can review the recent course of business w out recognizing three notable facts," says Henry A Chandler, economist of the National Bank of Comm of New York. These three facts, he says, are: "' both volume of business and of profits have already ceeded reasonably anticipated bounds; that this busi movement has been occasioned by or accompanied l series of extraordinary developments, some of whicl the basis of past performance could not be expecte continue long; that this period of prosperity has de oped in the face of some definitely unfavorable fac which heretofore have been associated with periods of volume of business and low profits.

"Among the specific factors that have given most o sion for thought have been: That notwithstanding the istence of excess credit pressing for employment, the eral commodity price level has for the period as a w moved within a comparatively narrow range, and for last eighteen months has moved definitely downward; notwithstanding the recent decline in the price level the maintenance of extraordinarily high wage levels, sulting in a spread of nearly fifty points between the w level in manufacturing industries and the cost of liv industry has been able to make large profits; that cont to our usual experience, this period of business reco was begun, and a high degree of prosperity attained, w the buying power of a large part of the rest of the w was lagging behind its normal volume, and that of American farmer was at low ebb.

"If prosperity has been due to extraordinary fact then we ought not to be surprised to see the busi movement recede to a point perhaps considerably below recent high level. On the other hand, if any consider weight is to be given to the theory that there has occu something akin to an economic revolution, which in a s has provided a new basis for industry, and which brought a self-renewing force into our domestic mar then the outlook for continuance of prosperity should good."

Exports of Lamps and Lanterns Decreas

Exports of lamps and illuminating devices from United States during 1926 were valued at $3,073,02 decrease of $435,606 from 1925. The falling off brought about by decreased shipments of lamps and terns as all other items of this classification recorded creases.

Real Friends and Good Profits are made—

By The Jobber

who advertises the name of the manufacturer. The maker's guarantee stands back of every piece of glassware bearing this mark.



By The Dealer

who buys the best, and the best carries this patent mark. It denotes quality, be the ware machine-made or superfine lead-blown.

UNITED STATES GLASS COMPANY

PITTSBURGH, PA.

THE SHIELD OF A GREAT NAME PROTECTS THE BUYER

Evolution of Light

(Continued from page 9)

es $770 in 1926. The data from 1909 to date are the findings of the National Bureau of Economic rch, which estimate the annual current income of the ican people as having advanced from 27 billion s 17 years ago to almost 90 billion in 1926. The pita data for that span of years are computed from estimates, while the earlier figures back to 1850 ased on the Census Bureau's estimates of national n.

se per capita figures may be somewhat misleading e the purchasing power of the dollar has undergone tant changes during these years. It appears to be hat the per capita current income of the American is now about 15 times as great as it was in 1850, is does not mean that the average person can now r himself 15 times as much of the necessities and ies of life as he could then.

changes in purchasing power are represented by tted line in the diagram, which has been based on tations designed to show what the relative changes have been if the purchasing power of the dollar mained during the entire period at its 1913 level. gures for years since 1909 are those of the National , and for the years before that they are based on owing the changes in wholesale prices, retail prices, and wages. They indicate that the per capita na- income estimated in dollars of constant purchasing increased from $100 a year in 1850 to $335 in 1921, and to $455 in 1926. This is an average increase of about three dollars a year for 71 years, followed by an average increase at the rate of $24 a year, or eight times as fast, in the past five years.

In some ways the increases in the actual dollars of per capita income are even more impressive. In the 65 years from 1850 to 1915 the advance was from $51 a year to $326, or an increase of $275. From that year to 1926 it was $444, which means that the increase of the past 11 years has been some 60 per cent more than in the preceding 65 years. It is true that the past decade has been a period of high prices during which the purchasing power of the dollar has been less that it was formerly, but there is one respect in which these modern dollars have been quite as potent as their predecessors, and that has been for the payment of old debts. This is one of the reasons why it has been easy for this country to pay off most of the large indebtedness to foreign lenders that was outstanding against us at the outbreak of the war.

General Business Conditions Improved

Developments of the week past have been mainly favorable, these including the advent of more springlike weather; the consequent livening up of both wholesale and retail buying; the expansion of building activities, with an improvement in buying of construction materials; a slight enlargement of steel and pig iron buying, some of this because of the advance of the season, but probably more of

(Continued on page 31)

New York Imports

March 9th

S. S. President Roosevelt, from Bremen, Germany

Corbett, M. J., & Co., 2 cases hollow glass
Perry Ryer & Co., 1 case earthenware
Guthman Salomons & Co., 6 cases crockery
Giese, A., & Son, 7 cases earthenware

S. S. Rochambeau, from Havre, France

Sterling, 1 case chinaware
Lewis & Simmons, 1 case chinaware
Reimer, F. C., 2 casks earthenware

March 10th

S. S. Rochambeau, from Havre, France (Additional)

Stern, S., 3 casks chinaware
Globe Shipping Co., 1 cask chinaware
Bernardaud, L., 14 casks chinaware
French American Glass Corp., 9 casks glassware
Bloomingdale Bros., 14 casks earthenware
Rowland & Marsellus Co., 1 case earthenware
Haviland, T., Co., 64 casks porcelain

March 11th

S. S. Cedric, from Liverpool, England

Bassett, G. F., & Co., 9 crates earthenware
Dellers, C. W., 19 casks earthenware and china
Rowland & Marsellus Co., 9 packages earthenware
Irwin, J. D., & Co., 8 packages earthenware, etc.
Straus, N., & Sons, 6 crates earthenware
Tharaud, J., Inc., 3 crates earthenware
Macy, R. H., & Co., 12 crates earthenware, etc.
Bernard, J. E., & Co., 2 crates earthenware
Leyland, P. N., 3 casks earthenware

S. S. Westerdyk, from Rotterdam, Holland

Foster, W. A., & Co., 11 cases crockery, 5 cases toys
Herbert Neuwirth & Co., 29 cases crockery
Phoenix Shpg. Co., 65 crates crockery
National City Bank, 24 cases crockery
Borgfeldt, F. W., & Co., 14 cases crockery, etc.

S. S. Aurania, from Liverpool, England

Meakin & Ridgeway, Inc., 34 packages earthenware
Pitcairn, W. S., Corp., 35 packages earthenware
Davison, J., Inc., 23 packages earthenware, etc.
Gerlack, F. C., 29 casks earthenware
Plummer, W. H., & Co., 4 casks earthenware
Fondeville, A. J., & Co., 14 packages earthenware
Gimbel Bros., 3 crates earthenware
Dickinson, E. B., Inc., 17 packages earthenware
Barth, L., & Co., 3 crates earthenware
Jones, G. B., 5 crates earthenware
Boote, E., 11 packages earthenware
Maddock & Miller, Inc., 77 packages earthenware
Amer. Hawaiian S. S. Co., 216 packages earthenware, etc.

S. S. Minnetonka, from London, England

Munch Protzmann & Co., 1 cask earthenware

S. S. Deutschland, from Hamburg, Germany

Gimbel Bros., 5 cases glassware, etc.
Sullivan, W. C., & Co., 11 cases crockery
Guggenheim, K., Inc., 5 cases glassware
Graham & Zenger, 32 casks crockery, 10 cases crockery
Bloomingdale Bros., 1 case toys, 1 case crockery
Byrnes, W. J., & Co., 1 case glassware, 1 case toys
Nassau National Bank, 26 cases crockery
Rice, I. W., & Co., 11 cases toys, 1 case crockery
Jacobs & Kassler, 4 cases crockery, 2 cases toys
Hoffman, L., & Co., 3 cases enameled hollow ware
Barth, L., & Co., 21 cases crockery
Steinhard, A., & Bro., 16 cases crockery
Powell, C. H., & Co., 4 cases hollow glass, 1 case crockery
Straus, N., & Sons, 9 cases earthenware, 8 cases hollow glass, 3 cases glassware
Janson & Co., 8 cases crockery
Borgfeldt, G., & Co., 22 cases crockery, toys, etc.
Schmidt, A., & Son, 3 cases earthenware
Benziger Bros., 7 cases china
American Kreuger & Toll Corp., 2 cases porcelain
Fenton, A. W., Co., 14 cases hollow glass
Roloson, A. F., 60 cases chinaware
Chase Nat'l Bank, 2 cases earthenware
Rosenthal China Co., 3 cases crockery
Levy Bros. China Co., 2 cases crockery
Guthman Salomon Co., 1 case glassware
Bernard, J. E., & Co., 4 cases toys, 16 cases crockery, etc.
Commonwealth Bank, 1 case crockery
Nassau National Bank, 2 cases hollow glass

March 12th

S. S. Deutschland, from Hamburg, Germany (Additional)

Kuy & Ellinger, 7 cases crockery
Page Madden Co., 13 cases earthenware
Block, J. L., & Son, 8 cases crockery
Tomby, B. & Co., 30 casks crockery
Straub, P. A., & Co., 52 cases earthenware, 62 cases glassw
Dritz Traum Co., 1 case crockery, 7 cases glassware
Sullivan, W. C., & Co., 29 cases crockery, etc.
Manufacturers Trust Co., 13 cases porcelain
Happel & McAvoy, 96 cases hollow glass, etc.
Reimer, F. C., Inc., 107 cases crockery, etc.
Sheldon, G. W., & Co., 8 cases majolica
Andrews, D. C., & Co., 6 cases majolica
Vandegrift, F. B., & Co., 10 cases majolicas, etc.
Order, 32 cases crockery

March 14th

S. S. Cameronia, from Glasgow, Scotland

Davis, Collamore & Co., 2 casks glassware

S. S. Sac City, from Antwerp, Belgium

Bloch, L. D., & Co., 52 packages earthenware
Borgfeldt, G., & Co., 9 packages earthenware

S. S. France, from Havre, France

Vandegrift, F. B., & Co., 5 cases china
Amer. Shpg. Co., 3 casks earthenware
Bane, W. L., & Co., 2 cases chinaware
Hamton, J. W., Jr., & Co., 1 cask porcelain
Downing, T. D., & Co., 9 cases glassware
Sommers, E. L., & Co., 6 cases toys

S. S. Berengaria, from Southampton, England

Bane, W. L., & Co., 6 cases chinaware, etc.
Haviland China Co., 110 casks porcelain
Kupper, H. C., Inc., 55 casks porcelain
Haviland, T. & Co., 23 casks porcelain
Guerin Pouyat Elite, Ltd., 14 casks porcelain
Vogt & Dose, 19 casks porcelain
Wanamaker, J., 6 casks porcelain
Globe Shipping Co., 6 casks porcelain
Bernardaud, L., & Co., 12 casks porcelain
Bassett, G. F., & Co., 2 cases porcelain

S. S. Karachi Maru, from Genoa, Italy

Fenton, A. W., 20 casks majolicas

March 15th

S. S. Port Said Maru, from Hamburg, Germany

Borgfelder, G., & Co., 20 cases crockery
Herbert Neuwirth Co., 10 cases glassware
Phoenix Shpg. Co., 40 cases toys
Block, J. L., & Co., 175 packages crockery, lighting ware, et
Chatham & Phoenix Nat'l Bank, 24 crates earthenware
Phoenix Shpg. Co., 8 cases crockery, etc.
Gimbel Bros., 2 cases glassware
Butler Bros., 85 cases crockery, etc.
Liskay Bros., 15 cases toys
Order, 3 cases porcelain, 2 cases crockery

S. S. Conte Biancamano, from Genoa, Italy

Bernard, J. E., & Co., 4 casks terra cotta ware

S. S. Lucia C., from Venice, Italy

American Express Co., 21 cases glassware, etc.
Friedlaender, O. O., Co., 3 cases glassware

From Naples, Italy

Khouri, A. N., & Bros., 14 cases earthenware

S. S. Delilian, from Antwerp, Belgium

Amer. Shpg. Co., 36 packages earthenware, etc.
Mitchell, Bissell & Co., 3 cases crockery
Corn Exch. Bank, 4 cases toys
Goetz, O., Inc., 41 cases crockery
Amberg, L., & Son, 13 cases toys
Continental Ceramics Corp., 46 cases crockery

S. S. Pipestone County, from Havre, France

Herbert & Neuwirth, 8 cases delft and glassware

Montgomery Ward & Co. Develops "Missing Link" Store

THE "missing" link in the mail-order business as every keen student of merchandising knows, has been the lack of personal contact with prospective mers. This deficiency has been supplied by the re- launched merchandising venture of Montgomery, l & Co., at Marysville, Kan., where they opened on ist 14 the first of a series of new merchandising dis-

eodore F. Merseles, president of Montgomery Ward ., is responsible for an idea, to which twelve months' leration was given before its adoption, and which eventually revolutionize the entire scheme of mer- ising as applied to the mail-order business, as well as a decidedly beneficial reaction upon the retail stores e country.

s idea of Mr. Merseles it may be said, was sug- l by an analysis of the results attendant on their dis- at the various State fairs of the country. It was by actual tabulation that their business increased se localities where people had a chance to make a al examination of their goods for quality.

Not A "Store"

e new experiment in Marysville has been called ore," but Mr. Merseles is insistent that the correct ation for it, and five others to be opened within thir- s, is not "store," but "merchandise display," as out 33,000 separate items catalogued, there will be noth- hand for immediate delivery but automobile tires, and batteries.

other words, nothing except the above will be sold he counter, the sole aim of the displays being to t the merchandise to customers in a more appealing han the most ambitious catalogue could accom- And, to give their customers an opportunity to e at first-hand the quality off good which they more or less reluctant to order from catalogue de- ons only.

33,000 separate items listed in the Montgomery catalogue, naturally some discrimination must be as to the merchandise carried by the new mer- se displays. Climatic conditions, for example, make an article an active seller in Texas decidedly the running in Northern Minnesota. However, it said, that all kinds of merchandise that are of in- to customers in the territory adjacent to the mer- se displays will be carried, and of both grades, pop- d better priced.

number of persons to be employed in these dis- vill vary, naturally, the local conditions determining mber necessary to properly care for the business, is suggested as a minimum of 4 and a maximum 8. And in this connection it is interesting to note e same policy pursued at Marysville will be observed at the other displays of hiring people locally, as well as purchasing necessary equipment, auto trucks, etc., from local concerns.

To Advertise Locally

Local advertising will be done, both newspaper and direct-by-mail, and in this, emphasis will not be placed on the direct delivery of goods, for the simple reason that the germ idea of the display is to "show"—not to "sell." Once given adequate display and the right quality, it is expected that catalogue sales will be enormously increased, notwithstanding the fact that under the present method of operation Montgomery Ward & Co. has 8,000,000 customers, which means that one family out of three in the United States purchases from them.

The new plan is purely experimental, according to the executive interviewed, and while five more of these stores will be opened within thirty days, he was not at liberty at this time to divulge their locations; but key locations will be chosen, it is said, towns with a population under 5,000, situated in rich agricultural communities, of which Marysville is considered a fine example. The company will proceed very carefully with the experiment and will not invest any tremendous amount of money until they are certain the plan will prove successful.

Judging from the reception accorded the initial operation at Marysville, this seems assured. More than 6,000 visitors from a forty-mile radius visited the opening, many of whom were people who were visiting the town for the first time, while others were customers of Montgomery Ward & Co., of thirty-five and forty years' standing, who were having their first opportunity of a preliminary survey of merchandise before purchasing.

Independent Stores Gain

It was one of the biggest days in the history of the town; a red-letter day, in fact, many taking the view that Marysville had been literally put on the map by this newest merchandise achievement of the big mail-order house. The leading grocer, for instance, at 3 o'clock in the afternoon had broken his best day's record for sales, and hundreds of persons had visited his store whom he had never seen in the place before.

In referring to this phase of the matter the executive said:

"The establishment of these merchandise displays is going to help the towns where they are located, just as it has helped Marysville, which as a result of our first operation, has received nation-wide publicity. I would not be a bit surprised to see Marysville double its population in a few years as the result of Montgomery Ward & Co. coming to the town. It will bring more people into Marysville, which, naturally, will increase the business of the town; it will also increase the establishment of new indus-

(*Continued on page 31*)

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMAN WANTED TO CARRY SIDE LINE

WANTED—Salesman to carry side line of high grade decorated perfume bottles, candle sticks, vanity sets, candy boxes, sugars and creamers at reasonable prices on commission basis. Address Box 618, care of CROCKERY AND GLASS JOURNAL.

DECORATING FOREMAN SEEKS POSITION

GLASS and china decorating foreman seeks position with reliable firm, best of references. Apply Box 617, CROCKERY AND GLASS JOURNAL.

BUYER CHINA & GLASSWARE DEPARTMENT

WE are looking for a competent man with retail experience to do the buying. Applicants must know the source of supply and be acquainted with the higher as well as the medium grade of merchandise, be responsible for the salesforce and stock clerks.

Apply by mail only to B. J.,
BLOOMINGDALE BROS., INC.,
59th St. and Lexington Ave., New York City.

GLASS SALESMAN WANTED

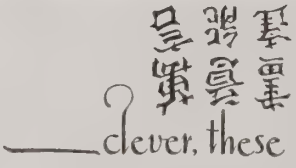
MANUFACTURERS' SALESMAN wanted that has had experience selling glassware to large handlers, especially in the midwest. State what factories you have represented, class of trade you have canvassed and salary expected. Age, and if married or single. Address Cooperative Flint Glass Company, Beaver Falls, Penna.

RETAIL SALESMAN WANTED

RETAIL salesman for high class china and glass. One accustomed to waiting on people of refinement. State experience. Good position for right party. Address Box 620, care CROCKERY AND GLASS JOURNAL.

SPACE AVAILABLE IN JEWELRY STORE

A LARGE jewelry store in the middle west has connecting space 16 x 40 to lease for Glassware and gift Department. Excellent opportunity. Address Box 619, care CROCKERY AND GLASS JOURNAL.



—clever, these Chinese!"

The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.

A good photograph or illustration is the next best thing to putting your ware in the prospect's hands;—it speaks for itself. Yes, to paraphrase the proverb, a good picture saves lots of gab.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING - EIGHTH & PENN - PITTSBURGH, PA

Buyers in New York

MARCH 10, 1927

J. W. Waldorf, glassware, china, Hochschild, Kohn & Co., timore, Md., 220 Fifth Ave. (F. Atkins).

B. G. Twitchell, housefurnishings, toys, Hutzler Bros. Co., timore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

Miss E. Trostler, china, glassware, Halle Bros., Cleveland, 220 Fifth Ave. (F. Atkins).

MARCH 15, 1927

L. W. Sweet, housefurnishings, C. T. Sherer Co., Worc Mass., 105 Grand St. (Jay & Co.).

W. F. Halliwell, housefurnishings, china, glassware, C. T. S Co., Worcester, Mass., 105 Grand St. (Jay & Co.).

F. H. Weiss, art goods, lamps, gifts, Mabley & Carew Co., cinnati, Ohio, 455 7th Ave. (Mdse. & Research Bureau).

J. Erlanger, fancy goods, housefurnishings, Erlanger's, Falls, N. Y., 131 W. 35th St. (J. Hartblay, Inc.).

J. W. Power, housefurnishings, china, glass, Kaufman-S Co., Louisville, Ky., 112 W. 38th St. (Littman & Storch), floor.

W. N. Kindel, novelties, toys, Kindel-Graham, San Fra Calif., Prince George.

Mr. Turnover, housefurnishings, toys, The Hub, Steube Ohio, 131 West 35th St. (J. Hartblay, Inc.).

MARCH 16, 1927

Miss Crothers, lamps, Woodward & Lothrop, Washington, 370 7th Ave., Room 1702.

PETER POTTER



Peter Potter says: Et won't be long now before th' old summertime will be 'round again. Dispite th' spash kickin' we hear th' department stores report bizness ez er better'n a year ago so we gotta be cheerful 'n wa th' orders thet are bound to come in.

COMPLETE "LINES THAT SELL"

Manufactured by the

BRUSH POTTERY CO.

ZANESVILLE, OHIO

PROMPT DELIVERIES

By Our Trucks from Our

NEW YORK WAREHOUSE

5 W. 20TH ST.

JOHN L. PASMANTIER & SON

Business Personality

(Continued from page 11)

ment are not adequate but believing that the intrica- of the question could be simplified by intense work r supervision, four years ago at New York Univer- we began a course in business psychology in the ol of Commerce, the purpose of which is to help the nt in 'organizing himself' to the best advantage, both dy and business. It deals with the individual's own ems.

his course in personal development and management, has for its purpose vocational guidance and the opment of what is thought of as personality, or lea- ip, is the first of its kind in any college or university. id of armchair advice, which usually falls on deaf the student analyses and studies, under supervision, wn abilities in relation to types of occupations and ssions and is helped to decide more intelligently what into for his life work and how to plan and develop lf so as to assure himself the greatest possible chance ccess in that field."

Pottery News

(Continued from page 13)

brought $475 from George G. Grayes. Mrs. H. C. uff bid in a Worcester porcelain dessert service d with American and European views for $450.

A Worcester porcelain dessert service of about 1775 was by D. E. Gould for $310. Mrs. D. H. Clifford paid or an eighteen-piece set of old cut ruby glass dessert e. Mrs. Reginald Burbank paid $290 for a pair of ookdale porcelain vases. Mrs. T. B. Owen bid $200 a Barr, Flight & Barr porcelain tea service.

General Business Improved

(Continued from page 27)

result of increasing realization of the imminence of coal strike; the receipt of quite favorable reports as ter condition in the southwest, where improvement e winter is indicated, and compiled statistics indicat- t retail trade in February in the larger centers, at as rather better than indicated in earlier reports, *radstreet's*. The improvement, as a whole, it is true, en rather slight, and certainly deliberate, and the of evidence is that operations are still slightly below ago, but this limitation must be taken with knowl- the fact that business and industry a year ago were n a high degree.

word spotted, meaning irregular, recurs frequently week's reports, this irregularity being perhaps best by the available statistics of retail trade for Febru- hich show mail-order trade 3 per cent below a year ain-store sales 17.1 per cent ahead of that period, partment store sales, as reported to the Federal Re- ystem, only 2.5 per cent larger. In iron and steel, n output is four-tenths of 1 per cent larger, while got output is 2 per cent smaller than a year ago. In building, February showed the first increase over the year before recorded since March, 1926, with the country outside of New York still showing a decrease. In car loadings, responsibility for the entire gain over a year for February and the two months centers in coal, and this because of a threatened strike. Grain loadings are gaining, but merchandise loadings tend to ebb as compared with a year ago. Gross railway earnings for January show less of a gain than do car loadings, possibly because coal is a low-paying freight. January net operating income, however, shows a decrease of only about one-third the rate of decrease in December. Daily petroleum output in February promises to be as large as that for the record month of December, and gasoline production in January broke all records, but as consumption was low, stocks gained. Cuts in prices have resulted in both crude and refined lines. Electrical power produced in January was 1 per cent below December, but 10 per cent in excess of January, 1926. Bank clearings and debits have decreased, but a good deal of the decline seems to be due to reduced speculation.

"Missing Link" Store

(Continued from page 29)

tries in the town; in fact, I understand, inquiries have already been received from industries requesting information about Marysville."

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Why was Marysville selected as the scene of their initial operation? Because a careful survey of 200 different communities convinced the company that it was a progressive town of the type desired.

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Dolls & Toys

Vol. 104, No. 12

MAR. 24, 1927

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Unscientific Taxation Attacks Business. The second of a series of three articles by Charles Johnson Post in which he interviews Charles T. Root, leading business analyst, and points out the evil of the present anti-business tax methods

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What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

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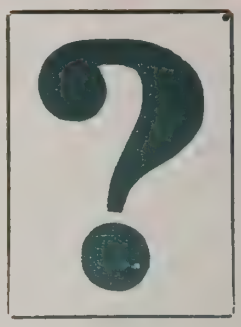
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Timely news of Chicago by J. H. Smythe

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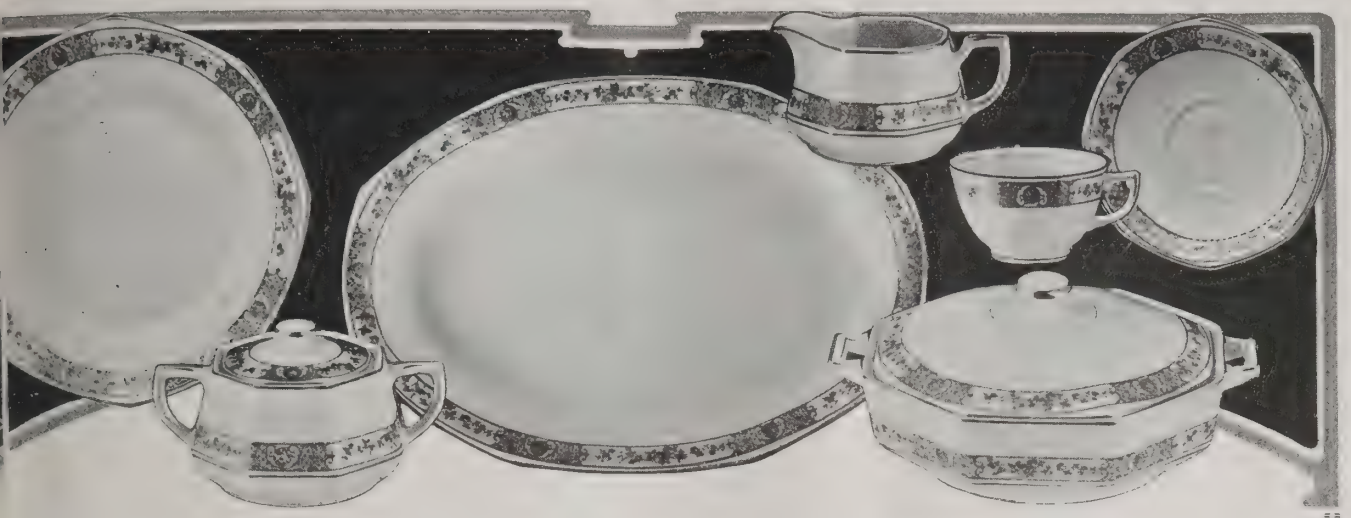
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Vol. 104. No. 12. Mar. 24, 1927.



The Yellowstone Dinner Service

Decoration Y-31

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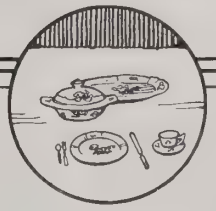
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AS THE EDITOR SEES IT

Greatest

Reduced to an economic formula human life remains a much more important asset to a community than all its material possessions, asserted by the Insurance Department of the Chamber of Commerce of the United States. To support its statement it cites the estimate of one of the country's outstanding statisticians that the value of the lives of the country's citizens, based on their future earning power, is more than $1,500,000,000,000. This would be five times as great as the nation's material wealth, valued today at $350,000,000,000.

"In the United States," says the Insurance Department in a bulletin announcing a program upon which it has embarked with the cooperation of the Committee on Administrative Practice of the American Public Health Association to enlist chambers of commerce throughout the country in health conservation, "sustains a tremendous economic loss each year due to sickness and death. The average citizen is said to lose seven days each year due to sickness which would correspond to a loss of 2 per cent in useful industrial or commercial productivity. As our national income is more than $60,000,000 a year, it is apparent that this loss alone totals considerably more than a billion dollars annually. Added to this is the cost of medical and hospital service which has been estimated at not less than $10 per capita, or more than $1,000,000,000 each year. Sickness in the United States therefore involves a direct cost of more than $2,000,000,000 annually.

Is Industry Shifting?

To determine whether or not industry is shifting ground the Organization Service of the Chamber of Commerce of the United States has undertaken an investigation designed to disclose the extent of such a migration for the year 1926.

No authoritative data are available on the number of industries which move, which start branches or which start de novo in any given year. Statements have been made that not more than 25 important industries move their plants annually, but for these there is no confirmation.

It is an accepted fact that industry is no longer rooted to the soil. The migration of the cotton industry southward and the shoe industry westward are illustrations, but how extensive this movement is, what the trends are and what the reasons for the changes are after all are only vaguely known. It is the hope of the Organization Service of the National Chamber that some light can be thrown upon this problem. Information is now being gathered, and will be published when compiled.

Sees No Threat to Wholesalers in Trenton Potteries Case

The recent decision of the United States Supreme Court in the criminal suit in the so-called Trenton Potteries case, does not, in any way, according to Felix H. Levy, counsel for the National Wholesale Dry Good Association. affect the right of an individual manufacturer to determine upon a sales policy and to rigidly adhere to it, selecting customers as may be deemed most advantageous, nor does it affect the right of the individual wholesalers to buy or refuse to buy as he may see fit.

The two main points decided by the court are that it is unlawful to fix prices regardless of whether such prices are reasonable or not, that competitors cannot combine and agree to confine their sales to any particular class of trade.

Quoted below is Mr. Levy's opinion of the decision in the case:

"As the result of a verdict of guilty rendered by a jury in the United States District Court in New York City under an indictment charging a violation of the Sherman law, twenty individuals and twenty-three corporations, controlling about 82 per cent of the business of manufacturing and distributing vitreous pottery fixtures, were sentenced. The sentences comprised both fines and terms of imprisonment extending from six to ten month. The defendants appealed to the Circuit Court of Appeals, which reversed the judgment of the trial court. Thereupon the Government appealed to the Supreme Court, which has now rendered its decision reversing the action of the Circuit Court of Appeals and reinstating the judgment of the trial court.

"The indictment contained two counts. The first charged a combination to fix and maintain uniform prices for the sale of sanitary pottery; the second, a combination to restrain interstate commerce by limiting sales of pottery to a special group known as 'legitimate jobbers'.

"The questions involved are of great importance and apply to practically every industry in this country. Stated briefly, these charges were that an agreement had been made among the defendants fixing the sales prices of their products."

Boston Store Acts as a Rendezvous

Meet your friends or your better-half at the Boston store. This new form of customer service is being offered by the store to help shoppers make and keep appointments.

Special cards for the purpose have been printed by the store and shoppers may obtain them at the information desk. In case a shopper has to hurry away before the time of appointment she can write this fact on the card and it is filed at the bureau for the other party when she arrives at the store.

The public is being invited to use the service through the store's daily newspaper advertisements. A recent announcement read:

"If you cannot decide just where and when to meet your friends, leave a message at the Boston Store Information Booth, just inside our corner entrance 4t and Grand avenue. You may write it there on intended just for your personal message which will away safely by our courteous attendant in charg your friends call for it."

Dept. Stores Gain 2.5 Per Cent in Fe

Sales in February of 568 department and othe stores, which made preliminary reports to the Reserve System, were 2.5 pr cent larger than ruary of last year. Wide variations in sales were in reports from different sections of the count the Boston and Atlanta Federal Reserve distri were more than 6 per cent larger than last year, the Dallas district they were nearly 10 per ce Smaller sales than in February, 1926, were repor for the Philadelphia and St. Louis districts, whi the other districts sales were larger than a year a the total number of stores reporting, 330 showe sales than last year and 238 reported declines.

Sales of two leading mail order houses were cent smaller in February than in the correspondin of 1926, while sales of eight 5-and-10 chain stor 15 per cent larger than last year.

Percentage changes in dollar sales between F 1926, and February, 1927, and the number of st porting are given in the following table:

Federal Reserve District	No. of stores reporting Inc.	Dec.	Perce inc. com Feb.
Boston	53	23	+
New York	40	25	+
Philadelphia	59	29	—
Cleveland	22	19	+
Richmond	27	19	+
Atlanta	18	12	+
Chicago	36	20	+
St. Louis	3	12	—
Minneapolis	8	7	+
Kansas City	16	12	+
Dallas	7	10	—
San Francisco	41	50	+
Total	330	238	+
Mail-order houses (two houses)			—
5-and-10c stores (eight chains)			+

Wholesale Trade Lowest Since 192

Trade of reporting wholesale firms continue cline in January, and the Federal Reserve Boar bined index of sales of six leading lines reached est level for January since 1922. Sales of me ceries, dry goods and hardware were smaller January of last year, while those of shoes and dr slightly larger. Nearly all sections of the co ported smaller sales of groceries, dry goods a

nan in January, 1926, but the largest declines were Atlanta, St. Louis and Minneapolis Federal Re- districts. Sales of reporting wholesale dry goods were 9 per cent smaller than in January of last nd sales of silk goods and of cotton-commission were also less than a year ago. Farm implement ricultural machinery sales, which began to decline utumn of 1926, continued smaller in January than corresponding month of last year. Orders for e tools placed with firms reporting to the Na- Machine Tool Builders Association also continued ne in January and were 16 per cent smaller than earlier.

ntories of merchandise carried by wholesale firms gl in leading lines increased in January in anticipa- the usual seasonal expansion in sales in the spring. red with a year ago, however, stocks in all leading cept meats continued in smaller volume. Stocks eries were 10 per cent smaller for the country as and declines were reported in nearly all sections country. Stocks of dry goods were 21 per cent than in January, 1926, and those of hardware out 9 per cent less. Accounts receivable of re- firms outstanding at the end of January were than in December. Compared with a year ago, s receivable were larger for shoe and hardware ut were smaller for grocery, dry goods and drug

rtment Store Sales Smaller in January

of retail stores showed more than the usual sea- cline in January from the high levels reached in ding months of 1926. Sales of department stores l-order houses were slightly smaller than in Janu- ast year, while sales of chain stores owing partly crease in the number of stores in each chain, con- arger than in the corresponding month of last

er department stores sales than in January, 1926, ported in eight Federal Reserve districts, the leclines being in the Philadelphia, St. Louis and as districts. In the Boston, New York, Kansas San Francisco districts sales were larger than ry, 1926, and the largest increase, amounting to nt, was in the San Francisco district. Statistics from forty-five separate departments of stores Federal Reserve districts indicated smaller sales year in twenty-two departments and larger sales y-three. Declines were largest in departments otton and woolen dress goods, women's suits, and musical instruments and radios, while in- vere largest in departments selling ribbons, wo- irts, negligees, aprons, house dresses and books onery.

ories of merchandise of department stores were educed in January and at the end of the month ral Reserve Board's index of department store is at the lowest level for any month since Janu- ary, 1925. Smaller stocks than in January of last year were reported by stores in all Federal Reserve districts, except in the Boston and San Francisco districts, where stocks were slightly larger. In the Dallas district inventories were 14 per cent smaller than last year, the largest decline for any district. Statistics from individual departments showed smaller stocks at twenty-six departments and increases at nineteen.

Dollar Stabilized, Says Conf. Board

The dollar is now stabilized at about 60 cents as compared with the 1914 pre-war dollar, according to the National Industrial Conference Board, which has just completed a nation-wide survey of living costs.

During the last five years the reports show that the purchasing value of the dollar, as measured by living costs for the American wage earner or persons of moderate and established income, has fluctuated approximately 5 per cent or about 5 cents on every dollar purchase.

The narrowness of the range of fluctuation and the fact that dollar values change have been confined to definite limits for a period of five years lead the board to its conclusions that the American dollar had reached a fairly permanent stage of "stabilization."

Figures compiled by the board for living costs during 1926 show them to be 1.8 per cent lower than in 1925. Another interesting figure produced by the survey is that the cost of living was still 66 per cent higher in January of this year than it was back in 1914.

At the beginning of 1927 average weekly wage earnings were found to be 116 per cent higher than before the war in 1914. In othr words, the worker, as far as the purchasing value of the dollar is concerned, is the gainer by 28 per cent.

"The most important factor in determining the living costs of persons of moderate means is food, expenditures for food representing about 40 per cent or more of the wage earner's necessary living expenses," the report states. "Following a rise throughout the last four months in 1926, living costs in January of the current year again resumed the downward tendency which had been under way ever since November, 1925. This was the result chiefly of a decline of nearly 2 per cent in retail food prices from December to January.

"Wholesale commodity prices are again about at the low level reached in 1921, after a fairly steady decline since August, 1925. The rapid decline in the price of farm products has been the chief factor in the decline of wholesale commodity prices which began in the middle of 1925, but it failed to have a proportionate effect on retail food prices, the gap between the wholesale and retail food prices having shown a tendency to widen since the summer of 1926."

Kress Gain Is 8 Per Cent

S. H. Kress & Co., enjoyed a sales increase of nearly 8 per cent in February, with sales of $3,534,634. The combined volume for January and February was $6,626,884.

CAUGHT IN THE NEWS NET

BALTMAN & CO., in addition to their china and glassware department are installing on the Fifth Floor a very complete kitchen goods department which will include a splendid display of yellow, brown and white ware, cereal sets both domestic and imported and the various items that go to complete a department of this sort. Edward Imke has been active about the trade this week making purchases for the new department.

George Minard, china and glassware buyer for Stern Bros., sailed Saturday for Europe where he will remain for several weeks in the interest of his firm.

Charles A. Postley of Charles A. Postley, Inc., will leave for Boston the latter part of this week to visit the trade there. This will be Mr. Postley's first trip there in seven years. He expects to remain in the Hub City for about ten days.

"Mark" Blakeley, formerly buyer for Trask, Prescott & Richardson Co., Erie, Pa., has accepted a position as china and glassware buyer with the G. M. McKelvey Co., Youngstown, O., and has already taken over the reins in his new office.

So great has the demand become for gold fish throughout the country that an Indiana hatchery that furnishes these fish to those in the trade who sell them with aquariums that there are no small fish left. This hatchery to date has disposed of several million gold fish.

Harold Kidd has taken over the duties of china and glassware buyer for England Bros., Pittsfield, Mass. He was in New York this week making purchases for immediate delivery.

Edward Reiwald of the A. J. Fondeville & Co., sales force left Monday for Boston where he will remain a week before making his regular trip through the middle west.

Mr. Petersen, china and glassware buyer for the Erie Dry Goods Co., Erie, Pa., has resigned his position with that firm. He was in New York the early part of this week on business.

William Davis formerly with The William Hengerer Co., Buffalo, N. Y., made his first trip this week in the interest of his new position with Halle Bros. Co., Cl land, O. He received a warm welcome from his n friends in the trade here.

Business in the New York wholesale trade show slight improvement for the week past. Some of wholesalers are going over their stocks and weeding special items and offering buyers attractive prices on t items. A few buyers are leaving for Europe while n are returning from buying trips abroad.

A. Harris of the A. Harris & Co., Dallas, Texas, in New York the earlier part of the week and made eral calls in the trade before sailing for Europe Wed day on a buying trip that will keep him away for se weeks.

Harry A. Koll, china and glass buyer for the May Los Angeles, returned this week from Europe aboard *Olympic*.

Arthur H. Baum, china, glass and housefurni buyer for M. Goldenberg, Washington, D. C., arriv New York Tuesday for a buying trip that will kee in the metropolis for several days.

Under the supervision of "Gus" Algrin the Chin Glassware department of Meyer Bros., Paterson, has been completely renovated and new fixtures, t etc., installed so that that store now has one of the china and glassware departments in the Garden Sta

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H. D. Wintringer, president of the Steubenville tery Co., Stubenville, O., arrived in New Yor Tuesday of this week for a few days' stay. While Mr. Wintringer will be busy calling on the trade his new samples and conferring with his New representative Abe H. Hays.

The showrooms of Heinrich & Winterling, Inc West 23rd St., are being treated to a thorough ove ing this week, where a corps of painters and deco are holding forth doing over the entire place. Thi ing and side walls are being entirely done over a as the floors.

Fred C. Reimer, head of the F. C. Reimer Co. departed last Sunday for the road, his itinerary one that will take him over southern and middle we

ry. According to his schedule Mr. Reimer expects e away until the end of May.

Due to the sudden death of Geo. B. Jones, George Higson who travels in the interest of Johnson Bros., ard back in town on Monday of this week coming in n Atlanta, Ga., where he received the news of Mr. es passing.

V. R. Renouf with the Hopewell China Corp., pewell, Va., who was at the Hotel Imperial dislying the concern's lines for three weeks left for factory on Tuesday. Mr. Renouf reports his fac- working practically to full capacity. His busis during his stay here he also reported as being st encouraging.

R. Irwin, buyer of Art Wares, Crystal and China Spaulding & Co., Michigan Ave., at Van Buren St., icago, Ill., arrived in New York Monday, en route to ope, sailing yesterday, March 23rd, on the George shington.

Herbert Glass & Import Corp. to Represent Bonita Line

nnouncement is made to the effect that Irving N. oker with offices and show room at 366 Fifth Ave., vh formerly represented the lines of the Bonita Art Gl s Co., Huntington, W. Va., in the New York marke will no longer handle the line. Mr. Looker was o ed to discontinue his association with this factory on ount of his health. The Herbert Glass & Import Co., 35 West 23rd St., will represent the Bonita factor in future.

Lazarus & Rosenfeld's New Leaflet

he importing house of Lazarus & Rosenfeld, 98 fth Ave., have brought out a booklet just off the rs, covering their Empire English pottery line. It omprises ten pages and cover and is most attractively llustrated. The firm will send a copy of this to anyone in the trade upon request.

Lutes Joins Hudson's

erschel Lutes has joined the J. L. Hudson Co., dearment store, Detroit, Mich., to become director of esrch.

fore coming to Detroit Mr. Lutes was associated vit William Higbee Co., of Buffalo, N. Y., and Lord aylor department store, New York City.

Where There's Tea—There's China

e Jewel Tea Co., Inc., reports that its sales for the irs eight weeks of 1927 were $2,175,611.42, as compar with $2,250,260.12 for the same weeks in 1926, crease of 3.3 per cent. For the same weeks the ve ge number of sales routes was 1,061 in 1926, and .0 in 1927, an increase of 2.7 per cent in selling units.

J. H. Venon Honored by King of Sweden

The many friends of J. H. Venon, the china and glassware importer head of J. H. Venon, Inc., will learn with pleasure of an unusual honor paid him by the King of Sweden, His Majesty Gustav 5th, in the bestowal of the highly coveted decoration of Vasa of the first class.

For more than twenty years Mr. Venon has been a leader in the china and glassware trade in this country and has served as an unofficial ambassador in fostering amiable relations between Sweden and America. His vast knowledge of the business, coupled with his initiative have resulted in the creation of many original items that have found a ready market in this country.

The decoration of Vasa is one of the oldest and most sought orders in Europe, the Vasa having been instituted in 1772 by King Gustav 3rd as a reward for the most distinguished services rendered to Sweden.

In addition to this latest decoration Mr. Venon also holds the distinction of being a Knight of the Legion of Honor of France. This award being the result of his war record with the A. E. F.

Mr. Venon's latest decoration which makes him the holder of both military and commercial honors, was presented to him on March 16th by Consul General Olaf Lamm of Sweden.

Sears-Roebuck Opens New Dept. Store in Philadelphia

The Chicago plan of building department stores in the outlying sections of the city was duplicated here recently when Sears, Roebuck & Co. opened its new department store at 63d and Market streets on the Millbourne Mills tract.

The store is located at the entrance of Delaware County, the fastest growing county in the United States. According to recent figures it is expected that the population of the county will reach a million persons within the next few years. In addition, the new building is easily accessible to the thickly populated sections of West Philadelphia.

That the location has big business potentialities is shown by the fact that on the opening day 20,000 people visited the store.

The store has a frontage of 245 feet with an irregular depth being 176 feet deep on the longest side. It is two stories high with a spacious basement, and is built of yellow tapestry brick and re-enforced concrete. The front stands out conspicuously with its limestone columns and pilasters.

Unlike the retail store which the firm operates on the Roosevelt Boulevard, the West Philadelphia building has twelve beautiful display windows. There are two large entrances on the front and one on the side. Adjoining the store is a large plot of ground capable of accommodating 500 automobiles.

According to R. J. Ganley, manager of the store, the railroad siding which was used by the Millbourne Mills has been abandoned and all merchandise will be delivered

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



Yellowware Business Has Boom

THERE has been a decided revival in the yellowware business, so far as the East Liverpool district is concerned, and the production is now greater than at any time during the last five years. This situation has been obtained since the first of the year, when a flood of new business began pouring into the district, and it has continued ever since. Distribution is over a rather wide territory, and carlot shipments are far more numerous than heretofore. The eastern market is taking a rather large precentage of the production, although some western interests are also active in this market. As all yellowware produced in the East Liverpool district is "two-fired" distributors claim that the line has more lasting quality than the "one-fired" line which is made mainly in western plants. Bowls are of course a big item in this line, although a number or other utility items are included, in addition to the Rockingham teapot line. For several years the production of yellowware in this district was low, in fact new low levels had been reached, but today the situation is reversed, and every kiln in this is under steady firing. Both eastern and western jobbing interests are large buyers of the line at this time, also retail distributors. "The yellowware business at this time is better than ever," a representative of the D. E. McNicol Pottery Co. declared this week.

Homer Laughlin Employees Put on Show

Assembling talent from each of the six plants in its group, the Industrial Welfare Department of the Homer Laughlin China Co., put over one of the largest home talent minstrel shows ever staged in the East Liverpool district last week. The event was under the direction of Joseph Dickey, Welfare Director, and the large Ceramic Theatre was engaged for the event, and the theatre was sold out two days before. This was only one of the numerous social events put over by the welfare department of this organization during the winter season, and as a result a remarkable display of unity spirit has been evidenced between the employes and the management of the business.

Southern Potteries Planning New Kilns

It is announced by the Southern Potteries Co., Erwin, Tenn., that plans are now being worked out for the erection of tunnel kilns at this plant. This will include kilns for both bisque, glost and decorating firing, and will be the first tunnel kilns to be erected in the southern territory. It is possible that this improvement program will be put into execution before next fall. "It is o intent to increase the production at this plant as early possible, and for some years our idea has been to ma the plant the largest of its kind outside the eastern O territory," announced Charles W. Foreman, president the company this week. When the Southern Potte Co. was first formed, it was said then that several u had been contemplated. However, only one plant w erected, but since then additional kiln capacity has b placed in operation. With the advent of the tunnel k it is not necessary to erect additional plant units to crease output as the kiln itself is sufficient. However, ditions will have to be made to the clay department order to take care of the augmented kiln output.

"Current Business Pars 1926"—C. E. Jacks

"It is our opinion that our business for the curr year will be on a par with that of 1926," observed C. Jackson, president of the Warwick China Co., Wednesc A number of new items have been added to the line this factory during the last few months, and as Mr. Ja son has explained, "we're continually making new it and adding new decorations." It is related that the nu ber of kilns now engaged in the production of vitri china, hotel, banquet and dinnerwar is sufficient to care of all domestic requirements for some years to co

Common Stock Issue for Mandle Bros.?

Reports have been received here from Chicago re sentatives of local pottery manufacturers that rumors r current in Chicago of the intent of Mandle Bros., to p a common stock issue on the market within a short wh It is said that should the new issue be finally determi that it will be handled by Lehman Bros., of New Yor

Says China Business Is Dubious

"Business has been somewhat off in our china n glassware department," suggested L. Feldman with ix Baer & Fuller Co., St. Louis, Mo. He went on to sy "There does not seem to be any strong demand for ny particular item, and one really does not know wh is going to be good." This firm is now planning a revam ing of their glassware section embracing the entire backgr nd of crystal, with a new lighting system for that sectio

Although a new line is being considered by the Pide City Pottery Co., Paden City, W. Va., it will not be re sented much before May 1st, it was announced this eek by Charles U. Harris, vice president an dsales manage for

terest. "So far as we are concerned, business has better with our office this year, but it has required replugging.'"

W. L. Smith, Sr., Back from Florida

W. L. Smith, Sr., president of the Taylor, Smith & Co., who has been spending the winter season in California and Florida, returned here last week to attend the annual meeting of the company. He returned again to Petersburg, Fla., where he will remain another month.

New Spreader Invention Aids Pottery

Another improvement recently designed for pottery shop use has been approved by manufacturers, and is being put into general use. As a result, a better grade of ware is made possible. The improvement is a feeder, designed by a pottery worker at Sebring, and one of the machines have been placed in operation in the plant at Sebring, O. Five machines have been installed by the Crescent China Co., Alliance, O., and six in the plant of the Buffalo Pottery Co., Buffalo, N. Y. The Vitrified China Co., Salineville, O., Pope, Gosser China Co., Roseshocton, O., and the Salem China Co., Salem, O., have each installed one machine.

William Weaver Very Ill

William Weaver, superintendent of the C. C. Thompson Co.'s plants is critically ill, and only the immediate members of his family are permitted in his room. Mr. Weaver is well known among buyers who visit this district, and has been associated with the Thompson plant for many years.

May Erect Three More Kilns

Although no official announcement is forthcoming, report has given circulation here of the possibility of contracts being awarded within the next two months for the erection of three more tunnel kilns in this district. This improvement is in addition to the tunnel kilns projected by the Homer Laughlin China Co., and the Edwin M. Knowles China Co.

Empire on Active Production Schedule

Operation and production at the plant of the Empire China Co., Burbank, Calif., are on more active schedules now than for many months. The plant is working steadily, and workmen are averaging from five to six days per week. Additional employes have been put to work in the clay department of this plant.

McClure Offers 50 Per Cent Settlement

C. V. McClure, president of the McClure Co., Atlanta, Ga., has offered a fifty per cent settlement on accounts, it is stated among the trade here. It is also said that a committee has been appointed by the New York Credit Men's Association to look into the affairs of the company, who do a jobbing business. The interest has been a buyer of dinnerware from this district for many years. The offer made by Mr. McClure is said to consist of 25 per cent in cash and 25 per cent in notes payable in three and six months.

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New Business Slightly Better

Receipt of new business in the local pottery district was slightly more active during the last week, it was announced Wednesday. Mail orders were a little heavier, and while there have been few if any buyers in the market, road salesmen are forwarding more volume business than has been the custom. There is still a tendency on the part of the retail trade, it has been explained to buy along conservative lines, but some of the jobbing interests are heavier in futures than has been the custom of late.

Cronin China Resumes Operations

Following a brief suspension of operations, the plant of the Cronin China Co., New Cumberland, W. Va., has resumed operations. The tunnel kilns have been remodeled to some extent which will tend to increase the output of white ware, and a new battery of decorating kilns has been contracted for. The latter are to be erected at once.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Store Having Big China and Glass Sales

THAT the demand for glassware in some parts of the country is exceptionally good, is evidenced by the statement this week of Ross F. Beckett, with the Anderson Newcomb Co., Huntington, W. Va. Mr. Beckett said: "There was more activity in dinnerware with us in January and February than there was any month during 1926, which includes December. Glass of course was big with us last year, and it is starting off, it seems to us, better than ever before this year. Colored glassware is having the lead with us," Mr. Beckett went on to relate. "With us the rose glassware has first call, then come the amber and green colors. It is our experience and we find stemware of all kinds in exceptionally good request. Flower bowls and console sets can be sold in most anything one would get in glassware. Salad plates are another big item with us in glassware in both the seven and eight inch sizes. While glass dinner sets or luncheon sets are in only fair demand, we can see that the popularity of this item is growing." The china and glassware department of this store is but two years old, and has been successful from the beginning. It was first established in the basement of the store, but as the popularity of the department grew, it was removed to the fifth floor of the building, where beautiful mahogany furnishings have been installed throughout, with white linen covers on all tables. The department is flooded with natural light, and the floor is waxed maple. On the whole this department is considered one of the most elaborate outside the larger cities, and in some instances is far more pleasing.

W. H. Donner on U. S. Glass Co. Board

W. H. Donner, president of the Donner Steel Co., Buffalo, N. Y., has been elected a member of the board of directors of the United States Glass Co., at the annual meeting of the stockholders. This was the only change made in the board. The latter will meet within a few weeks for the purpose of electing officers, and it is believed that all present officials will be re-elected as has been the custom with this company.

Harry Hopkins Joins McKee Force

Announcement has been made that Harry Hopkins has been added to the sales department of the McKee Glass Co., Jeannette, Pa., and will represent this company hereafter in the Pittsburgh territory.

Public Wants Glass Hard to Make

"The general buying public seem to want the most d cult articles they can see in glass, which is making it v hard for the manufacturers and workers," observe Cecil Fee, general manager of the Central Glass Wo Wheeling, W. Va., this week. "Whether or not t ideas are being copied from Europe we do not kn but as there are so many colors and combinations, glass people do not seem to know which way to t The present demand in glass is for colored ware o descriptions and novelties, such as have never been h of before. It is our opinion that the outlook for busi during the current year is just as good as it was in 1 but we do not think there will be a great deal of impr ment in the glass industry until tariff schedules are rev upwards, which will mean a curtail in importations. we view the situation, there is entirely too much Euro glass now coming into the country to enable the Am can manufacturers to work full time."

Weston Adds Furnace and Tanks

In order that its output might be increased, the We Glass Co., Weston, W. Va., has added one furnace two additional day tanks to its factory. "The outlook business for the remaining months of the year is 'bo ing'," declared President Langhans. This factory at time is very active in the production of blown table

Standard Stores to Enter Chain Field

A new department store chain is about to ente field, according to reports circulated here and coming o the east. The new chain will be known as the Stan Stores Co., with a capital stock placed at $3,900,00 operating under a Delaware charter. The new com has been formed by officials identified with the Cor tion Trust Co., at Dover, Del., and the object o company is said to be "to buy, sell and deal in goods, chandise and wares of every nature carried in a ge department store; to operate, buy, lease and acqui partment stores and mercantile establishments throu the country and to do a general department store ness."

McKee Glass Adds New Items

The McKee Glass Co., Jeannette, Pa., has ann the addition of several new items to its Glasbake c ware line, each of these items having the "head-d bottom feature. According to M. A. Smith, presid

ompany this line is meeting with increased sales and oming more widely known, because of the fact that piece is guaranteed. This plant is also now in the ction of a line of new and fancy shapes in plain of various colors for cutting shops, these being in lors of rose pink, orchid, canary, green, blue and glass. In order to maintain an increased produc- f colored glassware, a small continuous tank has blaced in operation. The tank will be devoted to clusive production of colored glass. "Business thus r 1927 has shown an increase over the same period 926," Mr. Smith suggested, "and the orders which ve on file show that business at least for the first nths of the current year is going to be very good."

A. Hall Enroute for Europe

A. Hall, buyer of china and glassware for the r Bros. Co., department store at Baltimore, Md., o on his way to Europe. He will probably be absent is department for several months.

Dunbar Featuring Pressed Items

new 1927 line now being featured by the Dunbar Glass Corp., Dunbar, W. Va., is composed princi- f pressed items, such as cake salvers, fruit bowls, ch trays, centre bowls, candlestick holders, com- and cigarette boxes. "This is our first trial in l ware, and all of the items in the pressed line have proven very popular. These items are being issued in lustre cuttings, solid plain colors and with a varied line of decorations," commented F. F. Hyre. "We are at present from four to six weeks behind in our orders, and the business outlook for the current year as we observe it is very favorable."

Convex Glass Co. Gets Charter

A charter has been issued to the Convex Glass Co., New Martinsville, W. Va., and a new plant is to be placed in operation at the place. The incorporators are H. L. Greene, H. M. Phillips, Robert U. Andre, Jules Charles and J. H. Riggenbach. The company has been formed under West Virginia laws.

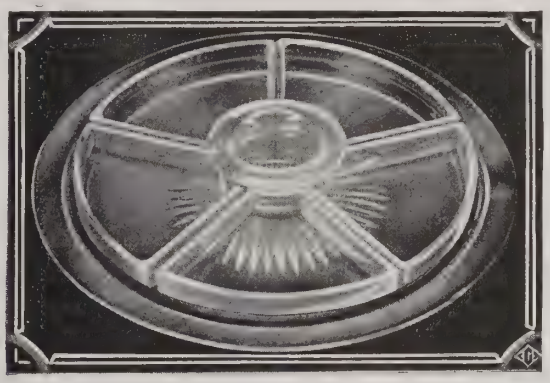
News of the death at Frankton, Ind., of John T. Adams, aged 98 years, a former resident of Pittsburgh, has been received. Mr. Adams was one of the pioneer glass manufacturers of the Pittsburgh district. He was familiarly known among the trade as "Uncle John" Adams. He was born at Wading River, N. J., and at the age of 18 came to Pittsburgh and took employment. After a few years he entered the glass business.

Hazel-Atlas Declares Dividend

At a meeting of the board of directors of the Hazel-Atlas Glass Co., held at Wheeling, W. Va., a quarterly

(Continued on page 31)





No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of

High Grade Glassware, Plain Cut and Decorated

For Gift Shops, Florists and Table Use

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Traveling Representatives
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CHICAGO
R. A. Keel
EAST LIVERPOOL

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Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

What's New in New York Showrooms

A Fascinating Pattern on a Fascinating Shape

We illustrate herewith the Amyr, one of the outstanding successes among the new patterns from Myott Son



& Co., England, represented in this country by Justin Tharaud, Inc., 24 West 24th St. This is shown on the Trafalgar shape in a rich, creamy ivory body earthware of a light weight quality that is a specially fine example of potting. The fascinating Art Nouveau type of decoration is charming in itself and is strikingly brought out in harmonious colors of magenta, red, brown, blue and green outlined in black. The edge, shoulder line and panel lines are in tangerine, while the handles are also lined in tangerine. The pattern is so well suited to this attractive polygonal shape that it could not be improved upon.

Schlegelmilch Ivory Body New Feature of Line

A most comprehensive and varied line of samples of Royal Silesia china from the factory of Reinhold Schlegelmilch, Inc., have just been placed on view on the fourth floor of Geo. Borgfeldt & Co., 111-119 East 16th St., American representatives for this factory where they are attracting well deserved attention. The display features a wide assortment of fancy pieces and ivory body dinnerware, the latter, by the way, being a new departure for this factory, which heretofore has confined itself to fancy v only. Trays in all imaginable sizes and shapes, candlesti bowls, cake and sandwich trays, as well as tea and ch late sets may be seen in a most imposing array, all which are offered in colors and decorative ideas that unique and beautiful in conception. Prominently tured are assortments to sell from one to five dol which may be had in a range of excellent decorations well as assortments of single decorative treatments variation of different pieces. While the Reinhold Sc gelmilch factory has always made hollow ware sh that very few factories have been able to equal, it is to say that these new offerings surpass, by far, anyth they have yet produced. In ivory body dinnerware t new Palace shape is a genuine achievement. The c dish has a round foot the sides of which slope up to meet at the bottom of the dish. This base stands a one inch in height. The contour of the body of the itself is the acme of grace. The cover is inset, ra low and is finished by a flat knob. The handles w add a further artistic touch to the piece are splend proportioned and perfect in line. This shape is to be in a host of splendid decorative ideas. Prominent an them is one featuring a gorgeous multi-colored bird, c bined with dainty fanciful floral sprays. Colors of ne every hue are used on this treatment, while a quarter c artistic border motif with a gold edge line also contrib to its exceptional attractiveness.

A New Artificial Flower Assortmen



Mogi Momonoi & Co., the Japanese importing firm, 105 East 16th St., have on display at their salesrooms one of the largest and best exhibits of artificial flowers that they have ever presented. Over one hundred different varieties are to be seen among which a r e apple blossoms, hydrangeas, tiger lilies, tulips, dahlias, daffodils, and many others too numerous to mention. Many of the flowers are in a lacquered finish, which gives them the advantage of being water and dust proof. Their lo and perfect reproduction would be a task to improve on. It is hard to realize when viewing the display that the flowers are artificial. There is one special plant as rt-

nt of the kind grown in wet marshy places, such as ter lilies, the lotus and arrowheads. The bottoms of se are covered with a fibre to resemble roots which ds a further natural touch to them. The accompanying istration gives only a vague idea of how beautiful these wers are. It is interesting to note that they may be ailed at such attractive prices as from ten cents to a lar with a nice profit for the retailer.

Spode's Wildflower Pattern Outstanding in Copeland Display

Numbered among the many charming offerings in Spode na which may be seen at the exhibit of Copeland & ompson, Inc., 206 Fifth Ave., American representatives for this well-known line, is the beautiful Wildflower



coration. This represents a fine example of the very iest of Spodes engravings known as the Chintz design. s done under the glaze in a blue with a levennder tone. e floral groups are richly enameled also under the glaze a feature such lovely colors as orange, red, green and ple, giving a most cheerful and colorful effect. Particularly noteworthy in connection with this treatment is th fact that it is adaptable to almost any decorative scheme d to the various colors involved in the design. It may b used successfully for breakfast, luncheon or dinner se ice. The Wildflower, which dates back to the period fr n 1785 to 1800 is shown on the earliest of Spoder old sh s, which combined with the quaintness of design gives a attern disclosing a wealth of old world feeling.

Uncommon Exhibit of Artificial Flowers at H. C. Gray Co.

A display of artificial flowers quite out of the ordinary is to be seen at the showrooms of the Horace C. Gray Co., 200 Fifth Ave., where the firm are showing a line that includes nearly every cultivated flower to be thought of. They are known as washable cut flowers, and just as the word implies, their waxlike texture cannot be harmed by water. Heat up to a temperature of 135 degrees has no effect on them nor does extreme cold weather have any detrimental results. When viewing this very lovely display one would imagine himself in a hot house or florist shop so beautiful and natural do the flowers look. American beauties, carnation, tulips, narcissus, jonquils, a two tone iris and black eyed susans are only a few of the wide range of reproductions offered. The colors and shapes of all are so true to nature that only a very close inspection reveals them to be anything but real flowers. In short it is one of the best lines of its kind that can be seen in a long search.

New Items from Economy Factory Feature Irwin Display

D. King Irwin, 200 Fifth Ave., New York representative for the Economy Glass Co., Morgantown, W. Va., is displaying one of the most interesting lines from this factory seen in a long time. Prominent among the array of items is a strong showing of stemware which is really a treat to behold. Besides crystal, the line is shown in the colors that are at present most in vogue and in a quality of color and exquisite shades that would be difficult to improve upon. These lovely colors are beautiful in themselves and worked out in combination with crystal as they are in several instances seem to take on added loveliness. There are some very striking effects achieved in crystal and amber and crystal and green, while others are offered with crystal bowls and rose stems. Still others present a choice of all rose or all amber. Quite in keeping with the quality of the colors and shapes are extraordinarily fine decorations. These feature a number of very tasteful deep plate etchings as well as finely engraved or light cut designs. An outstanding design is the No. 7565 line in their Rose Marie color. The decoration is a deep plate etched rose. Another equally as pleasing is offered in



Illustrating one of the Economy New Etchings

(Continued on page 31)

Unscientific Taxation Attacks Business

Unscientific Tax Methods Bleeding Our Farmers Dry—Loss of Farmer Purchasing Power Means Less Business for Industry

By Charles Johnson Post

Foreword: The following is an interview with Mr. Charles T. Root, one of the leading business analysts in the country and a close student of taxation and our present anti-business tax methods.

In these interviews Mr. Root points out how prosperity is founded upon the purchasing power of our nation. That our present unscientific methods of taxation attack the purchasing power of our nation at critical points. Taxes must be levied; but to levy them against industry and to lessen them upon other things is to attack industry. Every business man should read these thoughtful statements by a practical business expert. We must revise our tax methods and make our tax systems scientific. Read them. And write us your thoughts.

SECOND ARTICLE

"The present depressed farm situation," continued Mr. Root, "furnishes a very striking illustration of what the loss of buying power of the country means to business and manufacture. Just now the farmer is irritated, and justly so, over the tariff. But the tariff is the football of politics, and will continue to be. Every politician, Republican or Democrat, knows the ease with which the wage earners in industry can be lined up against the farmer on tariff issues; the wage earner can be frightened with hobgoblins of pauper labor and the blackjacking threats of closing mills until he will practically neutralize the farmer revolt. True, local Congressmen may suffer, State political machines may weaken temporarily, but, nationally speaking, little will happen. The farmer will continue, and for some time to come, to sell his farm product in the free trade markets of the world that will dictate his prices according to the law of supply and demand, and buy in the highly protected tariff markets of entrenched domestic industry.

Unscientific Taxes

"Our present tax system, in every State, is bleeding its farm population to death. Our present tax methods and systems are nothing less than the evolutionary hodgepodge from the unscientific past. Our tax methods are not only utterly unscientific, but are actually destructive of our national prosperity and the markets for our manufactured wealth. Our tax systems are founded, generally speaking, upon the idea that we must tax the products of industry; thus the cardinal principle of our present unscientific tax methods is to actually levy taxes—and taxes are invariably restrictive—upon the production of the very manufactures upon which our national wealth and prosperity must depend!

"In other words, we do not levy our taxes scientifically so as to encourage the production of wealth and manufactures, but levy them *against* the manufactures wi the unescapable and actual tendency to discourage a hamper manufacture and wealth production. Taxes add to the product manufactured make its cost to the co sumer higher, thus lessening the possible number customers and by lessening the number of custome through such higher prices, we lessen the norm and needed amount of wealth production, togeth with the number of people that can be earning wages its manufacture and distribution. And the obvious a equally unescapable fact is that thus we lessen, in tu the consuming and purchasing power of the nation. wonder we have recurrent business depressions; we ha them whenever the vast consuming group loses its pu chasing power.

"And under our present unscientific tax system t farmer is the chief, direct sufferer, together with t manufacturer, upon whom he reacts in loss of purcha ing power. It is this loss of purchasing power that making the farmer cry out—even though he sees son what less dimly what is hurting him.

Bleeding the Farmer

"Let me illustrate. A farm, a dirt farmer's farm, h as its basic value, fertility. Pioneer farms with the ori nal fertility still existent are gone. Each year t farmer, with his labor—and by the purchase of fer izers out of the savings from his past labor—must ha its fertility renewed. The farmer's labor fences fields, it lays tile drains in them, his labor erects fa buildings and keeps them in condition, his labor sows cr and reaps them, his labor plants orchards and te them, his labor cares for his cattle, the saving from labor buys farm machinery—in fact, it is his labor th makes the value of the farm. If anyone is inclined doubt this, let them try to buy a farm and they will once note that the price and value of the farm is in dir ratio to its fertility value, and the condition in wh the farmer has kept his buildings, herds and orcha and equipment.

"Well, what do we under our present unscientific x system do? We levy taxes against the farmer's labor the main; and we thereby leave him that much less go into the purchasing power of the farmer or into e general capital investment account of the nation. harder he labors—in order to improve his annual p chasing power—the higher his taxes; and the lower p portionally his purchasing power.

Destructive Taxes

"But our unscientific tax system does worse than t

it not only taxes more heavily the farmer who is able add more purchasing power for the manufacturing kets of the country, but it favors with the premium lower taxes the less industrious and less efficient ner. Our unscientific tax system thereby puts a pre- m on inefficiency as well as a penalty on effective in- try! Could anything be more unscientific or destruc- to our national purchasing power?

And, from still another angle this same unscientific system of ours is destructive of our national pur- sing power; for our unscientific tax system operates e as destructively in cities. Whenever our purchas- power attempts to exert itself we levy taxes against nd so weaken it. Observe the process. When any erects a building on a piece of property his taxes levied against the building according to the local tax —approximately about 3 per cent per year; this makes rents higher if it is a rented building, or the price ner, if it is built for sale, and thus lessens the market its sale.

But this is not the whole story of our present un- tific tax system in relation to that building. For in erection of that building a vast variety of products nanufacture have to be purchased and used; and at y stage of the manufacture of these products, upon buildings, machinery and corporation producing the ufactures, there has been levied a tax. The mining panies who have taken out of the ground the iron, , zinc, copper and tin that go into the beams and bing and various fixtures have paid a tax upon the ess of their manufactures—a tax on their machin- their buildings and factories, upon their income also upon their franchise and upon all productive proc- of their industry. Then there is the lumber –a tax manufacturing, and upon the mills and factories their income and industry. And this tax is levied y year upon the manufacturing power of the nation. y item that contributes to the complete house has a tax levied against it at every stage of its manufac- through the unscientific tax levy against the busi- that fabricates it.

Cities Favored

n other words, we are taxing unscientifically and uctively our own purchasing power, and to the ad- ge of no one—except the person who does not build.

Penney Volume Up 35 Per Cent.

owth of the J. C. Penney Company continues at a pace, as is indicated by the recent statement of ompany regarding its February volume, which is red to be 35½ per cent bigger than for the same h of 1926.

lume for the first two months of 1927 is declared nearly 31 per cent of that for the same period last

e company did $7,424,926 in February, January and uary sales combined amounted to $13,662,214.

Spode's Peplow



THE accompanying illustration shows one of the typical examples of Spode's art, combining the English with the Chinese design. In this instance he has combined a Chinese center and verge border with an English conventional edge and floral groups. The center is a quaint jar of flowers, this group being beautifully balanced, a decoration suiting all settings. It is painted in rich warm enamel colors of green, red, yellow, and purple; edges lined in orange luster. The shapes on which this is applied are the City plates, ducal teas and saucers, honeysuckle covered dishes and Melba teapot, sugar and cream.

Stock carried in New York.
Send for samples and prices.

Copeland & Thompson, Inc.
206 Fifth Avenue
New York

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Retail China and Glass Business Improves

THE retailers of china and glassware in Chicago have been greatly encouraged by the business transacted during the past two or three weeks. Weather conditions have been ideal for bringing the public into the stores and the department heads have been quick to take advantage of the early arrival of Spring weather. As a result of these conditions, the stores have promoted special sales of housefurnishing items, particularly furniture, pottery, glassware and kitchen utensils. These sales together with the natural desire of women to purchase their spring outfits just as soon as the weather permits, brought about good sales in all of the stores. The wholesalers and manufacturers' agents are reporting better conditions as a result of the stores now being in a position to order new merchandise and take delivery on the merchandise which they ordered during January and February.

Ready for Shipment—



Go To Stetson's First For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING, SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

Imported dinnerware sets of 95 pieces from Czec Slovakia priced at $19.50 were a feature of the Man Bros. sales during the past week. Floral bands wi gold lined edges were offered in this special asso ment. This week the Boston Store offered as a lea Libby's No-Nik Safe Edge Tumblers at 89c per doz Scroll needle etchings were the decorations on the tumblers.

Eugene Blum, representing Heinrich and Wint ling, Inc., successors to William G. Mueller, Inc., cha imports, 49-51 West 23rd St., New York City, ls closed a four week display at the Palmer House ad left last week for a four weeks' trip in the middle w and northwest.

The Saunders Manufacturing Co. have moved in new quarters in the Shops Bldg. where they will sh their lines of glassware and pottery in conjunct with the McAnulty Co. who represent manufactur of housefurnishing goods.

Provision for a new store in the Woolworth ch has been made in a twenty-year lease entered into the F. W. Woolworth Company, with Isidore Schum for ground floor space of thirty feet frontage in a n three-story and basement store and apartment bui ing to be erected at Broadway and Main Streets, M rose Park, Ill.

Net income of Albert Pick & Co., for the year end January 31, last, was $1,700,975, after all charg equal, after prefered dividends, to $3.48 a share on e common stock, as compared with net of $1,147,879, $3.11 a share on common in the year ended Janu 31, 1926. Net sales for the year ended January 1927 were $29,722,640 compared with $19,358,795 1926.

Because of the belief that people, regardless o means or wealth, prefer to shop at a period best suit to their convenience three department stores outs of the loop—the W. A. Wieboldt stores—will rem open until 9 o'clock Saturday evenings, beginn March 26.

Venetian Glass in all its beauty of coloring and tractiveness of design was featured by the Bur Shops during the past week. In this sale they p

WAT TO BUY
AI) WHERE TO
BU IT IN —

CHICAGO

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THE PERMANENT
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FOSTORIA GLASS CO.
icago Display, 806-7-8 Masonic Temple
t Glassware, Harry G. Dalzell
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EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
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Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

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SEBRING, OHIO
CHAS. L. SEBRING, *President*
L. GERALD, *Chicago Representative*
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FURNITURE MART
ne: Superior 4100 Room 930

The Atlas-Globe China Co.
NILES, OHIO
E. J. BENJAMIN, *Resident Agent*
PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

end a new collection of this famous glass at prices ha were considered most reasonable.

Te Fair featured this week domestic dinner sets of 00 pieces at $29.98. These sets had Dresden flower ec ations, gold line on edges, and gold handles.

2 piece luster china tea sets in two tone effect fea- urig tan and blue and tan with iridescence at $3.98 on ituted another special by this store.

The Prestovac Corp., 137 S. La Salle St., was incorporated recently with a capital of $25,000 and 750 shares non par value to manufacture and deal in household utilities.

Henry Ehlen, doing business as Henry Ehlen Furniture Co., Chicago, has filed a petition in bankruptcy.

Germans Here to Study Dept. Store Methods

Eighteen members of the Nuernberger Bund, a German wholesale purchasing association, arrived in New Yo recently on the North German Lloyd liner Muehe

Tey comprise one of the most important bodies of epsentative German business men to visit this coun- ry ithin the last ten years. They are a part of a cor- or ion of buyers for 510 of the largest specialty shops n ermany, with principal offices at Nuernberger and arg branch houses at Essen and Berlin.

Te object of their trip is to determine the American net ds of organizing and conducting the installment plan system of payment, to find how our large depart- men stores are run, to study our chain store systems— and o seek an interchange of goods between Germany and he United States, with both exports and imports in min

Te visiting group is comprised of the eighteen mem- ber of the Nuernberger Bund, headed by Dr. Heinz von Noen, of Cologne, together with some of the sons of the embers of this association.

Tis "Commission of Study" will enable the Bund to mak a comparison of the two economic systems of Ger- man and America as well as a comparison of conditions bus ess has to meet in the two countries. Dr. von Noen says:

"ur party includes representatives of some of the lead g specialty stores in china, glass, household goods and articles of luxury. Of course, we are interested to see how these stores are doing business in this country, what methods are employed, and how the different departments function. We feel that by process of comparison we will receive valuable suggestions and eventually we hope to reciprocate."

"In Germany the system of department stores is not fully developed as in the United States, and mail-order houses are almost unknown. We want to acquaint ourselves with the workings of these institutions.

"Naturally we wish to see also such industries as the stockyards, locomotive works, and other closely organized interests which represent such interesting types of American mass-production and operation on a large scale. Such systems are much more fully developed in your country than in ours."

This commission while in New York City has made a thorough tour of such institutions as Wanamaker's, Macy's, and Tiffany's.

Grand Stores Show Gain

A 12½ per cent gain is sales volume for February was reported by the F. & W. Grand stores over February, of 1926. A gain for the first two months of the year of slightly over 7 per cent was figured.

February sales amounted to $712,220, while those for the two-month period were $1,369,802.

British Business in 1926 as Affected by the Coal Stoppage

Based on Report from Trade Commissioner Hugh D. Butler, London

British industry and trade were hard hit in 1926. The steady gradual improvement through the years 1922-1925 was carried over to April, 1926, and would probably have continued during the year if there had been no general strike and no coal stoppage. It is possible, however, that trade during the early months of 1926 was somewhat abnormal on account of the anticipation of trouble and the consequent stimulated demand for stock. This eventful year, therefore, should be considered in two sections—the four months before May 1 and the eight months after that date.

Before discussing the effects of the abnormal business depression in 1926, it should be pointed out that the confusion and disorganization and the losses resulting from this upheaval have finally shaken the students of British conditions free from the habit of comparing present-day developments with those of pre-war. Their minds are engaged now rather with the question: When will the return to the normal of the early months of 1926 again be realized? The early months of 1927 promise a temporary industrial activity on an intensified scale, which will get into full swing as rapidly as necessary readjustments, such as price stabilization, adequate supply of coal and raw materials, financial reorganization of overcapitalized companies, etc., can be brought about. After the "low" of the summer and fall, and the anticipated "high" of the winter and spring (1927) when will the "normal" make its appearance again?

The extent to which British industry as a whole was crippled by the coal strike can best be gauged by the unemployment figures issued by the Ministry of Labor. This record shows that, excluding over 1,200,000 workers in the mining areas—the group immediately concerned in the dispute—13½ per cent of the British employed in organized industry (12,041,000) were out of work on November 22, 1926. Including the miners when the vast majority of them were out of work in midsummer, at least one-fifth of the working population was unemployed—a condition that has not prevailed before in British industry, except during the period of the 1921 coal dispute and the memorable 12 days of the general strike in May, 1926.

Based on an analysis of several factors, such as bank clearings, exports of British goods, the index of electricity production, etc., the London Economist estimated that the rate of industrial production during the seven months' stoppage, May-November, was from 12 to 20 per cent below that 1925 normal figures; this roughly coincides with the unemployment data given above, when taking into account the resumption of coal production in December.

On December 18, coal production had returned to a level of 87 per cent of that for the same week in 1925 and the number of miners working to 84 per cent of the total number employed in April (just before the stoppage). Naturally, the greatest damage to industry was inflicted on the coal, iron, and steel trades during the eight months of 1926. Coal production loss during the year is estimated to have amounted to about 50 per cent in tonnage and the volume of coal exports was only 4 per cent of the 1925 total.

Coal was imported into Great Britain during the July-December period to an aggregate of 20,000,000 tons, at the average rate of 2,500,000 tons a month—about 8 per cent of the normal average monthly consumption in 1925.

The Leipzig Spring Fair, held March 6-12, is debatably less the most important event of its kind in Europe, but its results are usually closely watched as a barometer of German business conditions, says *Commerce Reports*. At the fair just ended there were about 150,000 visitors, including 20,000 foreigners; exhibitors numbered 900, with 620 foreign producers. In general, results were satisfactory in spite of cautious buying on the part of the domestic market; there was also considerable bargaining for terms and prices in export orders.

A decided progress in most manufacturing industries, especially in technical lines, was noticeable in contrast to previous fairs. In addition, the price level was not only slightly reduced but there were indications of still further reductions; however, manufacturers in most lines did not appear so anxious for business as previously.

The development of the German machinery industry was the most striking feature of the fair. In series and mass-production machinery especially there was decided progress, as well as increased competitive capacity against American machinery. Important developments were to be noted in the many new applications of small-sized full Diesels, such as for road rollers, concrete mixers and other machinery.

While business in agricultural implements was rather dull, there was a noticeable development in low-priced Diesel-driven crawler tractors and farm machinery. Some orders were obtained for the extension of rural electrification programs.

Although the automotive business was comparatively poor, American vehicles dominated the show. Those business was obtained in automobile accessories and novelties, including an interesting new air filter for engines.

In the electrical-equipment branch, reports point to a satisfactory export business in the lower-priced lines. The domestic market was slightly improved, owing to the scarcity of retailers' stocks. In general, the industry is concentrating strongly on the development of special mass-production lines, notably meters, small-motors, measuring and other precision equipment.

It is apparent that in the hardware line the German industry is getting down to a mass-production basis with its attending reduction in costs. Orders for export markets were satisfactory, but prices were open to bargaining.

Satisfactory domestic sales were evidenced in woven goods, cotton laces and embroidery, curtains, velvet and cheaper clothing; other lines were below normal. Exports were up to average. There was nothing spectacular

t woodworking machinery, nor glassware or ceramics. n ntract to previous years, a striking improvement was seen in art goods, especially silverware. Toys, on he ther hand, showed a decided loss as a major export ie Exhibitors in all other lines obtained sufficient n stic orders to justify their attendance, and it is prac- y the unanimous opinion that total sales will have xc ded last year's figures.

While the actual volume of sales is not yet known, it ported that exhibitors of American products received f volume of business in such lines as machinery, ma- ni tools, automobiles, accessories, specialties, etc. As r evious years, many copies of American designs and a inery were again noticeable, especially in radio and e al machinery.

Significance of Per Capita Statistics

Statistics of per capita wealth, income, note circulation, etc as indexes to national purchasing power, are frequently taken into consideration when plans are under way for export expansions, says *Commerce Reports*. The export market analyst often interprets such statistics to excellent advantage, but the layman generally overlooks certain important factors affecting their significance.

The significance of these per capita estimates varies with the commodity and with the locality in question. A list of countries and the estimates of their per capita national wealth, for example, would not indicate their comparative positions as possible export markets. A proper interpretation of a per capita estimate need not depend upon its comparison with an estimate pertaining to another territory unless the same general economic situation obtains in both sections.

Thus, while countries with unusually high per capita wealth and income should reveal business possibilities for almost every line, it does not necessarily follow that those with a low per capita figure of wealth and income do not merit the export manager's consideration. In fact, an extremely low figure of per capita wealth simply implies the existence of widely separated economic classes. Rather than indicating the absence of important purchasing power, it points to the presence of a distinct class possessing high purchasing capacity and a large group with practically no purchasing capacity beyond elementary necessities. The problem then becomes one of considering these classes separately.

The question arises as to what type of per capita statistics serve best in gauging market possibilities. This varies and depends to a great extent on the business methods in vogue within a given territory. Except in countries where the check system is in vogue, statistics of per capita money circulation are often more dependable for estimating purchasing power than statistics of national wealth. The reason for this lies in he fact that the former is a definitely known figures, while the latter is only an estimate—an estimate which is not very reliable, as may be seen from the decided differences that appear when figures from two equally dependable sources are compared.

Statistics of national income are, as a rule, more significant than those of national wealth in estimating purchasing power.

Helping "Big Boy"

In the midst of the confusion attendant upon the breaking up of the vast crowd which watched the Dempsey-Tunney fight the other night a cheaf of papers was lost by one of Dempsey's seconds and found by a newspaper man who published it. It consisted of an instruction manual which explained, in the minutest detail, the many duties of the former "champ's" helpers during the period when the latter was to defend his crown. Wherever Dempsey is referred to in it, he is called "Big Boy," which, it may safely be assumed, is as near to a term of endearment as a cauliflowered member of the fistic gentry can ever be expected to get.

Here are some of the instructions for between-the-rounds activities: "No excitement of any nature whether an unseen punch lands or an opposition rooter shouts in ears or at our B. B. . . . No wearing of heavy clothing by any assistant will be allowed which might render him incapable of working at double-quick notch and not allow him freedom of arms to speed 1,000 per cent. during the minute rest. . . . Eyes of one assistant will be kept upon opposing corner and the actions there. Another will keep eyes on referee to note if any favor is being shown opposing side in the clinches. . . . Chief second should have B. B. ready for next round ten seconds ere the gong strikes so that B. B. may look keenly at foe to endeavor to discern next move of opposition both from physical as well as mental point, as B. B. being ready and eager to go, may take all heart from opposition. It makes cowards of us all to see a scowling headlight of a mad-rushing dynamo bearing down upon us, destruction bent and no corner of escape in sight."

It should be interesting to merchants and employees, who are waging a continuous business fight to note the minute foresight and psychology of this document which relates to a half-hour encounter. Where is there a business which, even through years of endeavor, has worked up its efficiency in line with what this fighter's manual indicates? It is predicated upon the basis of an affection such as wages alone cannot buy. It assumes the sincere desire to leave no stone unturned which may have the slightest bearing upon success and points out some ways and means to further that desire. Not even clothing must stand in the way of highest efficiency of movement. The boss must not only be groomed for the fight but must always be ready ahead of time so that he may benefit from whatever psychological advantage there may be in scowling at the enemy, etc.—*Hardware Age*.

Hard on the Perfect Ones

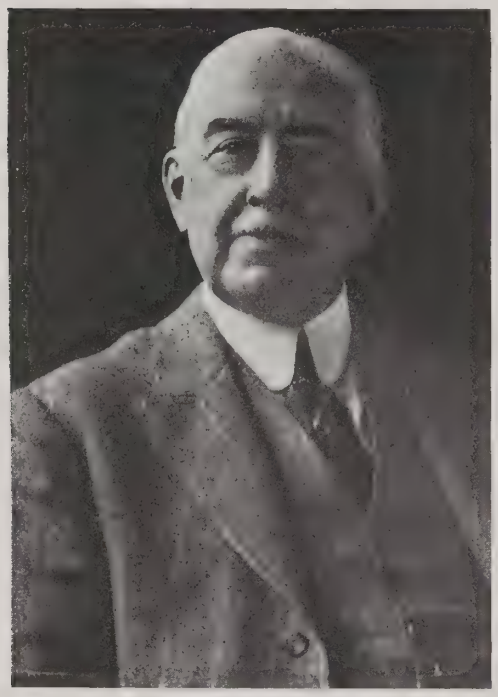
"What's the fuss in the schoolyard, sonny?" asked a gentleman passing a ward school.

"Why, the doctor's just been around examinin' us, an' one of the deficient boys is knockin' hell out of a perfect kid."—*Ex*.

OBITUARY

George Bartlett Jones

It is with sincere regret we record the passing of George B. Jones, American manager for Johnson Bros., England, who had figured prominently in the importing business in this country for years. Every inch a gentleman, describes Mr. Jones to perfection. Reflecting always, those unmistakable qualities of good breeding, kindliness, sympathetic understanding and charitableness he endeared himself to all with whom he came in contact and will leave many friends who will deeply mourn his demise.



Mr. Jones who was born at Newton, Mass., on August 12, 1848, began his career in the china business in early manhood, his first position being with Clark, Adams & Clark of Boston. This firm was later absorbed by Abraham & French which is now Mitchell & Woodbury. With Abraham & French he filled the position as buyer of china, glass and earthenware up to 1896. At that time Robert L. Johnson who was representing Johnson Bros. in this country returned to England to assist his brothers at the factory on account of the business growing so large. Mr. Jones was then engaged to take charge of the American office in conjunction with the late Edward Butler. He assumed full charge of the business after Mr. Butler's death in 1905.

He was one of the organizers of the Crockery Board of Trade of New York and served as president for two terms. He was also one of the first members of the Pottery, Glass & Brass Salesmen's Association as well as one of the first members of the Wholesalers Association of which Charles S. Dennis was secretary for so many years. Mr. Jones also served on the Tariff Commission during the McKinley administration representing the china and earthenware importers in Washington with William S. Pitcairn and Theodore Jones of Boston.

He traveled extensively in the interest of the business up to the spring of 1923 when he was taken ill in England with pneumonia. Mrs. Jones was with him at that time. He returned to America in July of that year and fully recovered from this illness that fall. The following December he underwent an operation which laid h up until the following summer of 1924, at which ti he was well enough to come to his office in New Y twice a week, up to March of 1926. At that time was again forced to remain at home due to his we ened condition resulting from the operation he had p viously undergone. In February of this year he had other slight operation, but from this last ordeal he ne recovered, passing on at the Orange Memorial Hosp on Friday, March 18.

His death was very peaceful as he passed away wl asleep, and his entire family was at his bedside.

He is survived by his widow, Mrs. Susan Elizab Jones, a daughter, Mrs. Henry L. Holmes and a son Seaver Jones.

Funeral services were held Monday, March 21, at i late residence 367 Clarendon Pl., Orange, N. J. In ment was at Rosedale Cemetery, Orange.

Among those in the trade who attended the fun were: L. S. Owens, Secretary of the Crockery Bo of Trade, Wm. S. Pitcairn, of the Wm. S. Pitcairn Co Hugh C. Edmiston, of Hugh C. Edmiston, Inc., John J. Miller, of Maddock & Miller, Inc., L. S. Hinman, Theo. Haviland & Co., Jas. Boote, of Edw. Boote, I Kennard L. Wedgwood, of Josiah Wedgwood & Sons, Inc., "Gus" Stealin, of Geo. Borgfeldt & Co., E. Mi roe Fisher, of Fisher Bruce & Co., Philadelphia, Ro Slimmon of Robert Slimmon & Co., H. R. Handy of Pottery, Glass & Brass Salesman and Geo. Higgin of Johnson Bros.

Crockery Board Honor Memory of Geo. B. Jones

A special meeting was held by the Crockery Board of Trade on Monday of this week to take action on the death of George B. Jones, late member and former president of the Board for two terms. It was attended by many prominent members of the trade.

Wm. S. Pitcairn, head of the W. S. Pitcairn Co., and Kennard L. Wedgwood, head of Josiah Wedgwood & Sons, Inc., both spoke most feelingly about Mr. Jones, voicing their deep regret at his passing which termined a long and intimate friendship of many years standg.

Motion was then made by Mr. Pitcairn and secoed by Mr. Wedgwood that a resolution be passed to corey the Board's sincere sympathy to Mr. Jones' family. Eugene Fondeville, of A. J. Fondeville & Co., H. C. Edmiston, of Hugh C. Edmiston, Inc., and Jas. Boote of Edw. Boote, Inc., were appointed a committee to this purpose. The resolution adopted is as follows:

At a Special Meeting of the Crockery Board of Trade of New York, held on the twenty-first of March, nineteen hundred and twenty-seven, the following minute was adopted:

George Bartlett Jones was for many years an honored

(Continued on page 31)

THE NEWEST CREATION OF HEINRICH & CO.

"THE RIVIERA"

(No. 10665)

This Pattern on Ivory Body on the new Senta Shape, excels anything that we have yet offered. It combines daintiness of decoration and charm and grace of shape. The color of our ivory body has exceptional depth and warmth. It will lend distinction to your department and add profits to your business.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH FLOOR—49-51 WEST 23RD STREET, NEW YORK CITY

Proposals to Strengthen Standard Resale Price Bill

The American Fair Trade Association recently gave out for publication a letter received from Representative Merritt, of Connecticut, announcing certain changes in the Capper-Kelly Resale Price Bill proposed by a group of members of the House Committee on Interstate and Foreign Commerce, to which this measure was referred at the last session of Congress. These members favor the principles embodied in the Capper-Kelly Bill but believe that before being acted upon in the new Congress it should be modified and clarified in certain details to meet the views of the majority of the Committee.

Representative Merritt's letter follows:

"Owing to the press of other matters the Committee on Interstate and Foreign Commerce did not take up for final action the Kelly Bill, H. R. 11, concerning which a large amount of testimony was taken at the first session of the 69th Congress. Certain members of the Committee, however, who were especially interested in the subject and who had given some thought to the Kelly Bill and the testimony, have caused to be printed another bill which they thought was in some respects a better bill and which met at least some of the objections made to the Kelly Bill. They have caused also to be drawn up an informal memorandum setting forth the purposes of the bill as they see them and making some comments on existing law, which it seems to them desirable to modify by the bill."

Commenting upon the changes proposed, Edmond A. Whittier, Secretary-Treasurer of the American Fair Trade Association, said:

"The changes suggested in the Capper-Kelly Bill in no wise weaken, and in many respects greatly strengthen, the original measure.

"The loophole which many lawyers have contended existed in all previous bills through failure to meet the provision of the Dr. Miles decision, holding the resale contracts to be against public policy under the common law, has been effectually taken care of in this draft."

Fulks President of Block & Kuhl

C. E. Fulks was chosen president of the Block & Kuhl Co. department store at the annual meeting of the Board of Directors held at Peoria, Ill., recently. Mr. Fulks was formerly vice president of the firm and succeeds the late Theodore Kuhl.

Other officers elected at the meeting were: Carl Buck, vice president and general manager; H. T. Morgan, vice president; H. H. Block, treasurer, and H. C. Blanchard, secretary.

The above officers, together with Jay Hunter, an attorney, and C. F. Shipper, constitute the board of directors.

In addition to his duties as secretary of the corporation, Mr. Blanchard will also be merchandise manager of the firm.

New York Imports

March 16th

S. S. Volendam, from Rotterdam, Holland

Nasch, S., Imp. Co., 5 cases earthenware
Equitable Trust Co., 37 cases crockery
Lightolier Co., 27 cases lamp shades, etc.
National City Bank, 8 packages crockery and glass
Strauss, N., & Sons, 7 cases crockery
Phoenix Shpg. Co., 91 cases crockery, etc.
Grace National Bank, 31 cases crockery
Woolworth, F. W., & Co., 215 cases crockery, toys, etc.
Phoenix Shpg. Co., 20 cases crockery

S. S. Saucon, from Naples, Italy

American Shpg. Co., 3 cases majolicas, etc.
Friedlaender, O. O., & Co., 27 cases earthenware and alabaster
Hudson Fwdg. & Shpg. Co., 6 packages earthenware
Tice & Lynch, 3 cases earthenware, etc.
Cleveland Trust Co., 27 packages earthenware
Order, 8 packages majolica
Cleveland Trust Co., 45 cases earthenware
Atl. Fwdg. Co., 4 packages earthenware
Straus, N., & Sons, 8 cases earthenware

S. S. Hellen, from Barcelona, Spain

Bori, A., 2 cases earthenware, etc.

S. S. Havana Maru, from Kobe, Japan

Mogi, Momonoi & Co., 1 case porcelain ware, 20 cases earthenware
Japanese Fan Co., 37 cases earthenware, etc.
Morimura Bros., Inc., 73 cases porcelain ware

From Nagoya, Japan

Kress, S. H., & Co., 54 cases porcelain, 103 cases porcelain
Byrnes, W. J., & Co., 35 cases crockery
Bloch, L. D., & Co., 171 cases porcelain, 107 cases porcelain
Taiyo Trading Co., 172 cases earthenware and porcelain, 133 cases earthenware and porcelain
Morimura Bros., 561 cases porcelain, etc.
Woolworth, F. W., & Co., 18 cases porcelain, 135 cases porcelain
Mogi, Momonoi & Co., 178 cases earthenware
N. Y. Mdse. Co., 44 cases earthenware, etc., 2 cases porcelain
Tuska, A. L., & Son Co., 154 cases porcelain, 188 casks porcelain and earthenware
Nara Trading Co., 54 cases earthenware
Nagoya Setosho, Ltd., 65 cases earthenware
R. & G. Import Co., 70 cases crockery
Kresge, S. S., Co., 19 cases earthenware
Haruta & Co., 119 cases porcelain

S. S. Havana Maru, from Nagoya, Japan

Imoto Bros., 10 cases earthenware and porcelain
Ross, G., Co., 50 cases porcelain and earthenware
Gary-Eigner Corp., 85 cases porcelain and earthenware

March 17th

S. S. Bremen, from Bremen, Germany

Hutter, K., Inc., 53 cases crockery
Barth, L., & Co., 52 packages crockery
Travers, G. W., & Co., 7 cases toys
Weiss Fwdg. Co., 7 cases china, etc.
Borgfeldt, G., & Co., 46 cases toys, crockery, etc.
Wolf, L., & Co., 23 cases toys, hollow glass etc.
Irwin, J. D., & Co., 1 case lamps, 1 case toys
Borgfeldt, G., & Co., 74 cases crockery, toys, etc.
Phoenix Shpg. Co., 11 cases crockery, etc.

S. S. Inoko, from Rotterdam, Holland

Herbert & Neuwirth, 51 casks earthenware, 11 cases china, 10 cases glassware
Borgfeldt, G., & Co., 51 cases earthenware, 1 case earthenware, 3 crates crockery
Bloch, L. D., & Co., 57 cases china, 48 cases earthenware, 8 cases willow ware

S. S. West Apaum, from Rotterdam, Holland

Bloch, L. D., & Co., 82 cases earthenware and china, 40 cases glassware
Lazarus & Rosenfeld, 3 cases china and crockery, 53 cases hollow glass
Herbert & Neuwirth, 40 cases glassware, 25 cases earthenware and china

S. S. Mercer, from Liverpool, England

Byrnes, W. J., & Co., 1 piece earthenware

S. S. Giuseppe Verdi, from Genoa, Italy

Order, 2 cases majolicas

March 18th

S. S. Caronia, from Liverpool, England

Lazarus & Rosenfeld, 10 crates earthenware
Edmiston, H. O., 10 packages crockery
Meakin & Ridgway, 61 packages china and earthenware
Davis Collamore & Co., 3 packages china and earthenware
John Davison, Inc., 5 casks china and earthenware
Leyland, P. N., Inc., 11 packages earthenware
Guaranty Trust Co., 6 packages earthenware
Plummer, W. H., & Co., 2 hogsheads earthenware
Sellers, W. S., 12 casks earthenware
Boote, E., 20 packages china and earthenware
Fondeville, A. J., & Co., 16 packages earthenware
Tiffany & Co., 3 cases china and earthenware
Gerlach, F. C., 18 hogsheads earthenware
Dickinson, E. B., 10 hogsheads earthenware

S. S. Regina, from Liverpool, England

Kupper, H. C., 10 crates earthenware
Maddock & Miller, 58 packages earthenware, 6 casks china
Rowland & Marsellus, 3 cases earthenware
Hall, A. E., Pottery Co., 3 crates earthenware
Bassett, G. F., & Co., 12 crates earthenware
Straus, N., & Co., 7 crates earthenware
Shaw, J. M., & Co., 1 crate earthenware
Sendar Co., 4 cases earthenware
Gunthel & Cruveilher, 1 cask china
State Forwarding Co., 3 cases earthenware
Spence, C. R., & Co., 2 crates earthenware
Byrnes, W. J., & Co., 2 crates earthenware

March 19th

S. S. Arabic, from Antwerp, Belgium

Fenton, A. W., Inc., 20 barrels majolicas
Straus, N., & Sons, 1 cask crockery, 1 case crockery
Kuyper, P. C., & Co., 4 cases crockery, 1 case toys
Gary-Eigner Corp., 32 cases crockery
N. Y. Mdse. Co., 270 cases toys, crockery, etc.
Goetz, O., 49 cases crockery
Barker Bros., 5 cases porcelain, 9 cases crockery

S. S. La Bourdonnais, from Bordeaux, France

Chamberlin, N., 1 case earthenware
Rohner, Gehrig & Co., 2 cases hollow glass
U. S. Fwdg. Co., 1 case earthenware
Hirsch, G., Sons, 36 cases hollow glass, etc.
Khouri, A. N., 1 case hollow glass
Gerhard & Hey, 1 case chinaware
Gavin, J. J., & Co., 1 case earthenware, 9 cases hollow glas
Koscherak Bros., 1 case earthenware
Consmiller, L. A., 5 cases decalcomanias
Sellers, C. W., 7 cases decalcomanias
Reimer, F. C., 10 cases crockery
Jacobs & Kassler, 6 cases crockery
Powell, C. H., Co., 1 case crockery, 5 cases hollow glass
Bloomingdale Bros., 1 case crockery
Borgfeldt, G., & Co., 25 cases earthenware, crockery, etc.
Keenan, J. P., 40 cases crockery
Gallagher & Ascher, 7 cases crockery
McFaddin, H. G., & Co., 20 cases lamp shades
Bernard, J. E., & Co., 13 cases crockery, glassware, etc.
Fair & Carnival Sup. Co., 32 cases crockery
Freedman & Slater, 1 case earthenware
Straus, N. & Sons, 18 cases earthenware, crockery, etc.
Macy, R. H., & Co., 33 cases toys, crockery, etc.
Graham & Zenger, 10 cases crockery
Koscherak Bros., 3 cases crockery
Sheldon, G. W., & Co., 7 cases majolica
Phoenix Shpg. Co., 105 cases crockery, toys, etc.
Bernard, J. E., & Co., 87 cases toys, crockery, etc.

March 21st

S. S. Cabo Ortegal, from Sevilla, Spain

Gral, Shpg. & Trust Co., 24 packages crockery, etc.
Reyes, F., 3 packages crockery, etc.
Hudson Freight & Forwarding Co., 14 packages crockery, c.
Caragol, M., & Son, 12 cases earthenware
Alvord, G. B., 2 cases ceramics
Order, 46 cases ceramics

S. S. Sacandaga, from Antwerp, Belgium

Bloch, L. D., & Co., 26 packages earthenware

S. S. Aquitania, from Southampton, England

Guerin Pouyat Elite, Ltd., 14 casks porcelain
Redden, A., 8 casks porcelain
Abraham & Straus, 6 casks porcelain

(Continued on page 31)



R. H. Muir, Inc., Department Shop of All Suburban Essex, located in East Orange, N. J., recently opened the new addition to their store. The ad depicted above is from a folder announcing the March China Sale in conjunction with the opening of the new addition.

Price-Cutting Is Peanut Salesmanship

The price-cutter is worse than a criminal. He is a fool. He not only only pulls down the standing of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he, himself, is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled low.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price-cutting? Nobody. The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap."

"Ceramic Dictionary"

Copyrighted

By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, Inc.

Publishers

45 East 17th St. New York

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he cannot win by fighting fair. He brands himself as a hitter-below-the-belt.

If the business world were dominated by price-cutters, there would be no business at all.

Price-cutting, in fact, is not business any more than smallpox is health.—*Doorways.*

The "Dead Heads"

A so-called whirlwind of a successful credit man gave out a sort of confessional the other day of some of the types he avoids when making his decisions. Study them. Common sense would suggest every single one of them. They include the following: Those who are "offended" when asked for credit references. Minors not coming with written consents of responsible parents or guardians. Rolling stones who are habitually changing from job to job. Those who cannot easily refer to former creditors who are satisfied with their paying habits. Those overburdened with installment obligations. Those without bank accounts. Many professional types without regular and stated incomes. And here is an extremely interesting type: Heads of households who are being put to it to maintain sons or daughters capable of self-support, or who, though they work, do not contribute their share toward the family exchequer.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMAN WANTED TO CARRY SIDE LINE

WANTED—Salesman to carry side line of high grade decorated perfume bottles, candle sticks, vanity sets, candy boxes, sugars and creamers at reasonable prices on commission basis. Address Box 618, care of CROCKERY AND GLASS JOURNAL.

SIDE LINE SALESMEN

SALESMEN, calling on crockery stores, who want to take a side line of attractive table and floor lamps, and various lighting novelties. Commission only. State territory covered. Address Box No. 621, care CROCKERY AND GLASS JOURNAL.

EXCELLENT MAN FOR IMPORTER OR EXPORTER

YOUNG MAN, efficient, experienced office worker and typist, desires position with importer or exporter. Speaks French, Spanish and English fluently. Willing to start at low salary to demonstrate ability. References. Address Box 622, c/o CROCKERY AND GLASS JOURNAL.

Buyers in New York

MARCH 17, 1927

L. E. Cohn, toys, art goods, The Emporium, San Francisco, Calif., 1440 Broadway (Assoc. Mdsg. Corp.).

MARCH 21, 1927

Miss L. Ganz, fancy and gift goods, Famous & Barr Co., St. Louis, Mo., 1115 Broadway.

MARCH 22, 1927

L. C. Wilson, housefurnishings, Goodall, Brown D. G. Co., Birmingham, Ala., Pennsylvania.

Miss E. D. Treat, art goods, J. N. Adam & Co., Buffalo, N. Y., 17 E. 39th St. (Associated D. G. Corp.), 3rd floor.

Miss Fischer, lamps, shades, etc., Kaufmann's Dept. Store, Pittsburgh, Pa., 1261 Broadway.

A. H. Baum, housefurnishings, toys, dolls, M. Goldenberg, Washington, D. C., Pennsylvania.

MARCH 23, 1927

S. H. Blumenfeld, toys, Chicago Mail Order Co., Chicago, Ill., 368 Sixth Ave.

T. Kidd, housefurnishings, china, glassware, England Bros., Pittsfield, Mass., 128 W. 31st St. (American Retailers' Ass'n).

"Dejected" Mirrors

"Mirrors at dejected price!" This caption was used by Ovington's gift shop recently in writing a small but attention-compelling advertisement.

"There are more kinds of mirrors at Ovington's than there are in most mortals' ken," the ad read. "There are many of antique quaintness and many of modern smartness. If you are determined to secure a mirror, there is one little secret to which you should be privy—all our mirrors are 10 to 30 per cent less during February!"

PETER POTTER



PETER POTTER SAYS: Th' weather hez ben sech that a feller doesn't know whether to display ewr Spring lines 'er Christmas speshuls.

If you've got an idea for Peter Potter, send it in. We're always glad to receive your suggestions.

Grant Increase is 15 Per Cent

Fifteen per cent increase in volume over Februar of 1926, is reported by the W. T. Grant chain. Sales for the month of February were $2,248,718.



Pity the Poor Salesman!

Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rasseled" any.

Let Rawsthorne photographs cut sample carrying to the minimum and save your salesmen's energy, time and disposition for the actual selling job.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING - EIGHTH & PENN - PITTSBURGH, PA.

Sears-Roebuck

(Continued from page 13)

to the store from the large warehouse in Frankford.

Special attention has been given to the lighting system of the store, Mr. Ganley declares. Prior to the opening tests were made in all sections of the building in order to insure a daylight effect at all times. On the first, second and basement floors the lighting plan calls for one 500-watt unit to each bay, an area of 500 square feet of floor space.

The store contains 100,000 square feet of selling space with the necessary space for reserve stock. Selling operations were started with a regular personnel of 275 persons and a contingent staff for Saturdays and sales events.

Like all its other retail stores, this one will be run on a cash and carry basis with the "money back" guarantee on every piece of merchandise.

Located on the main floor are the following departments: Jewelry, shoes, notions, men's wear, auto accessories, sporting goods, luggage, men's ready-to-wear clothing, drugs and hosiery.

On the second floor: Infants' wear, corsets, women's ready-to-wear, millinery, piece goods, furniture, radio, musical instruments, and a beauty parlor.

The basement houses hardware, wall paper, paint, stoves of all descriptions, electrical fixtures and houshold furnishings.

For the present the store has a total of thirty-four departments and this may be increased as the business warrants it.

Glass

(Continued from page 17)

dividend of two per cent was declared payable April 1st to stock of record as of March 22nd. Last year this company paid two per cent quarterly.

Radiant Glass Co. Resumes Operations

The factory of the Radiant Glass Co., Ft. Smith, Ark., which has been inactive since early in the year has resumed operations. Steady operations have been announced by the management until the summer period, when there will be a brief suspension to permit the completion of necessary factory repairs and improvements. The factory is engaged in the production of a line of chimneys and containers, and when on full schedule employs over 150 people.

Illinois-Pacific to Build New Plant

Contracts have been awarded by the Illinois-Pacific Oil Co., for the erection of a new plant at Los Angeles, Calif., according to advices that have been received here by factory equipment interests. The new unit will cost approximately $100,000 it is said.

What's New

(Continued from page 19)

a new fern optic. This is a beauty and in addition to being made with a crystal bowl and green foot and stem it is shown in an iridescent treatment combined with a pink foot and stem. There is also a strong line of unusual jugs. The shapes of these are out of the ordinary and the decorative ideas employed are refreshingly different. These are proving exceedingly popular with buyers in quest of unusual ice tea sets. With the choice of tumblers to match the jugs there is nothing more attractive on the market.

George Bartlett Jones

(Continued from page 26)

member of this Board, had continuously served on its Executive Committee and as Trustee, and was repeatedly chosen as its President. By his kindly courtesy and urbanity he had endeared himself to us; and his fairness, integrity and wisdom as a man of business gained our admiration and high regard.

In his death the Trade has suffered the loss of an eminently esteemed and valued associate and we mourn the loss of a gracious friend whose memory we will constantly cherish.

To his family at this time of bereavement and sorrow we tender our sincere sympathy.

Imports

(Continued from page 28)

Globe Shpg. Co., 2 casks porcelain
Kupper, H. C., Inc., 1 cask porcelain
Vogt & Dose, 24 casks porcelain
Fuerst, A., 1 cask porcelain
Rohner, Gehrig & Co., 5 cases earthenware
Cohn & Rosenberger, 5 cases mosaic ware
Pomerance, S. H., & Co., 2 cases porcelain, etc.
International Forwarding Co., 3 cases porcelain
Sloane, W. J., 1 case porcelain
Smith, J. D., & Co., 1 case porcelain

March 22nd

S. S. Cabo Villano, from Genoa, Italy

Graham & Zenger, 1 case earthenware
Khouri, A. N., 140 cases earthenware, etc.
Gilbert, S., 4 cases earthenware
Herbert & Neuwirth Co., 18 casks earthenware
Granata, G., & Co., 17 casks earthenware

From Valencia, Spain

Bing, F., & Co., 6 packages crockery, etc.
Daniels & Fischer Stores, 3 cases crockery
Bloch, L. D., & Co., 28 packages crockery
Order, 1 cask crockery

Dad

He may wear a last year's straw hat, his fingernails may need manicuring; his vest may hang a little loose, and his pants may bag at the knees; his face may show signs of a second day's growth, but don't you call him "the old man." He's your father.

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He is "some" man, and not "the old man." If you win as good a wife as he did, you will have to go some, boy.—*Flash, Rotary Bulletin.*

New York Directory

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OTTO GOETZ, INC., *122 Fifth Ave.*
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Vol. 104, No. 13

MAR. 31, 1927

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"A Lamp for Every One and Every Need." An interesting story of the way a big New York Lamp and Lighting Fixture Establishment carries on a big business

Unscientific Taxation Attacks Business. The last of a series of three articles by Charles Johnson Post in which he interviews Charles T. Root, leading business analyst, and points out the evil of the present anti-business tax methods

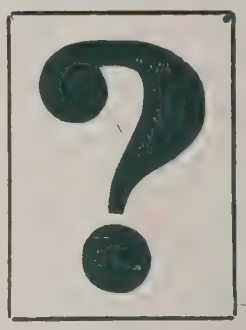
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Timely news of Chicago by J. H. Smythe

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10 March 31, 1927 No. 13

AS THE EDITOR SEES IT

lec ve ver sing

Evidence that cooperation has brought into play larger economic units is found in the field of adver- n less than in other activities, such as simplifica- andrade regulation, by John W. O'Leary, President e Camber of Commerce of the United States.

nsu ng commercial thrift through cooperative adver- ," e said, in an address before the Association of Ins rance Presidents, "is a recent innovation."

hile t is true that individual business men still pro- the ulk of advertising, there appears to be a definite l to ard collective advertising. Recently I counted dve isements of seven associations in one magazine. en avored to arouse interest in the product of its ber pointing out the nutriment in certain food-stuffs, valu of tile, the attractiveness of brick homes, the y o sterling silver and the merits of aluminum cook- vare

Ve I ve all read advertisements of chambers of com- e st ssing the industrial or health advantages of their nun es. Investigation discloses that it was about year ago collective advertising by associations first cted ttention. Since then it has grown rapidly. A t in iry indicated that 59 associations carried 1,237 s of dvertising in 25 publications. These associa- rep sented a wide diversity of industries. If this l co inues to develop, we will find groups of indus- com eting with one another on a collective basis."

Liberalizing Workmen's Compensation

Increasing liberality in dealing with injured and sick employees and the relatives of those who die in service is disclosed by an investigation of the trends in workmen's compensation made by the Insurance Department of the Chamber of Commerce of the United States.

There are now only five states—Arkansas, Florida, Mississippi, North Carolina and South Carolina—and the District of Columbia, in which workers are without benefit of a compensation law.

"In some states," the Insurance Department finds, "the percentage of wages payable as benefits has been advanced, medical benefits increased, the waiting period shortened and the law has been extended to cover specified occupational diseases or injuries by diseases indefinitely. In Missouri a workmen's compensation law has recently become effective. This increases the number of states having such legislation to forty-three and three territories."

"In addition," the Department says in its bulletin on the subject, "to the medical benefits, thirty-six states have provided for the rehabilitation of persons injured in industry. In each recent legislative year material additions have been made to the compensation system by statute. Other extensions are made through the discretionary rulings of industrial boards and by decisions of the courts."

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Samuel Frost's Lighting Fixture Store in New York Can Furnish Any Lamp in Any Amount on Two Days Notice

By Norton B. Jackson

Every New Yorker who rides the subways or street cars of that thriving Metropolis is acquainted with the slogan of Samuel Frost, Lighting Fixtures: "Brighten the Nites With Frostlites."

This popular store can supply a lamp for everyone and given two days notice can fill the largest order.

The accompanying article tells how a big store carries on a big business in a big way.

BACK in the yesteryear, in the days long before prohibition was as much as a thought, the dime museum and the nicolettes flourished on Fourteenth Street, New York. Here, for a few cents, one might see displayed wax mummies life-like, stretched out in coffins or for a cent witness hair-raising episodes by turning a handle and peering into a slot where miniature movies were shown. In fact there were all kinds of lurid spectacles to catch the eye and the pennies.

Today things are different along Fourteenth Street, where firmly established business houses have crowded out the old amusement resorts. Chief among these is the flourishing lamp store of Samuel Frost, at 41 West Fourteenth Street. Rather, it might be said, there are six stores or more at 41 West Fourteenth Street, for Samuel Frost's has six small stores within one large one. That is, there are six smaller showrooms, each laid out with a regular store front, door and show window. The first of these houses crystal fixtures and table lamps. Next to this is a miniature store where dining room dome lights are shown. Alongside of this "store" is another where sets of lighting fixtures, which are jobbed to dealers all over the country, are shown. Samuel Frost's, it might be mentioned, sells largely to wholesalers. The next showroom is devoted to a display of bedroom fixtures and porch lights. In the extreme rear of the store is a large room known as the Occasional Furniture Department. This room, as Irving Sobel, the store's manager, points out: "Carries a little of everything."

It's an interesting room to wander through. There are all kinds of lamps, telephone tables, console tables and mirrors, ship models, aquariums, fern stands, grondoles and crystal and cast and wrought iron and many other interesting items.

"The stock in this room is ever changing," Mr. Sobel remarked. "We must always be on the look out for new items. What the people see one season they will not buy the next. It's interesting to note how they will look around in search of new things in lamps and shades and the like. They're always looking for something new."

A further inspection of this interesting Occasional Furniture Department reveals many new items in addition to the latest in floor and wall lamps. There are splendid book racks, fruit dishes, smoking stands, cigarette containers, tobacco jars, vases, table clocks, mirrors and novelties—so many that it is difficult to enumerate them.

Opening into this dep is one of the "stores" pr mentioned, where a litt grade of lamps, shades like are carried. One beautiful items on disp is an aquarium with a l gold fish in the center each side a fern. Th gold, red and blue wrou and sells for $160. Th are crystal peacocks an elephants. The mark Sobel declares, is flooded with peacocks and unl are very unusual he does not handle them. C specialties are coming into vogue and are at pr very active demand, as much so as wrought points out.

One very popular cast iron item is the benc Frost's are selling. The fickleness of the public, l is evidenced in the fact that although cast iron i ally popular at present, when it comes to coffee tab made of wood with marble tops are out selling iron.

In the room in which side lights and hanging are displayed items of the same design are arr closely to each other as possible, so that compari easily made and no time is lost by salesmen in d them to prospective customers.

Mr. Sobel points out that the store has "A lam everyone and fixtures for every need." "We c declares, "fill the biggest order in two days.

"One reason why this establishment has been cessful," Mr. Sobel says, "is because we are kn our specialties and we can always get what is wan we haven't it already in stock."

In addition to the items already mentioned carries a complete line of bed lights, piano light lights and mirror lights.

Off to one side of the main showroom where general are displayed, is the Lighting Fixture Dep A partition shields this department from the m room because this section is visited largely by co who frequently are garbed in working clothes a get away by themselves where they can examin and place orders without being embarrassed b their work clothes.

"Mirror switch lights," declared Mr. Sobel, "a ing into vogue and I can see the day ahead w will be used most extensively. For use in the kit have an ivory (celluloid) in white switch whic popular."



Illustrating an interior view of the "Stores Within a Store" of the Samuel Frost establishment in New York City.

s o leaves the Frost store a display of Dresden fig- lan s catches the eye. These Mr. Sobel states are h in demand although many stores and dealers dislike lin them because they are so perishable.

vi to Samuel Frost's establishment convinces one ie practicalness of their famous slogan which is carried ie s re's ads in the subways and street cars: "Brighten Nit with Frostlights."

od ights Pull 73 Per Cent More Attention

hat he high illumination of store windows will at- 33 1-3 per cent more attention than ordinary light 73 per cent more than poor light is the conclusion rn by the Pittsburgh Reflector Company from the lts of investigations recently made by lighting engi- s o the Edison Lamp Works and the National Lamp ks nd summarized in a bulletin to the trade by the sbu h Reflector Co.

n t se tests," the bulletin states, "show windows of st es in two widely separated cities were lighted M da "C" in silvered glass reflectors, in three circuits of 15, 40 and 100 foot-candles of illumination. One hundred and six tests were made on fair and on stormy nights; when crowds were small and when crowds were large; on midweek nights, on Saturdays and on holidays. Every condition possible was obtained in order that the average of results might be considered accurate.

"The 106 tests showed that, as compared to a fifteen foot-candle of level of illumination, forty foot-candles stopped or slowed down 33 per cent more persons to view the display and 100 foot-candles stopped 73 more persons than the fifteen foot-candle level did.

"These and other tests have shown that the cost of lighting windows correctly is small. In certain windows twenty-one feet long by eight feet deep, which it was estimated were selling $100 worth of merchandise per hour when lighted to a forty foot-candle level, sold $130 per hour when the light was increased to a 100 foot-candle level. At the forty foot-candle level the cost was 8 cents per hour for electric current and lamp renewals. At the 100 foot-candle level the cost was 20 cents and for the 12 cents per hour additional, sales were increased $30."

CAUGHT IN THE NEWS NET

IT seems a trick of fate that the old Merchants Restaurant which was formerly a rendezvous for the Crockery and Glass trade in the old down town district at Church and Vesey Streets is moving this week to the former home of George F. Bassett & Co., on Park Row. Old timers in the trade will recall those happy days before the advent of Mr. Volstead's regime when members of the trade gathered round the festive board and made merry over a German cooked luncheon. Many an old time member of the Crockery and Glass trade who has since moved up town rolled the dice in the old Merchants Restaurant to determine who would pay for the lunch. One by one the Crockery and Glass houses in the old down town district moved to the new section in the vicinity of the Fifth Avenue Building and 23rd Street. Now the Merchants Restaurant is to be housed in the former home of the flourishing china business.

Martin Zolle of the E. Torlotting, Inc., sales forces has returned from a trip to the Middle West and will spend the next ten days or so in the Torlotting showrooms at 35 West 23rd Street arranging his lines for a trip South.

Louis Levien who needs no introduction to the trade will temporarily forget the cares and trials of the cut glass business and hie himself off to the Pacific Coast where he will bask in the sun light for about eight weeks before returning to his show rooms at 24 West 23rd Street.

Edward W. Hammond, the well known manufacturers' representative who handles in addition to his own decorative glassware line, the Atlas Globe China Co., line in his show room a 10 West 23rd Street, is having his Atlantic Coast champion speed boat "Miss Westchester 2nd" overhauled and put in condition for a strenuous summer's campaign. While this speedy craft will not enter into competition before June, it is Mr. Hammond's aim to have the boat in the best possible condition.

Despite the fact that he is near the three score mark William G. Mueller head of the firm that bears that name, still retains the agility of a youth of twenty-one. Mr. Mueller as a young man was an ardent gymnast and today he can with ease put his foot over the back of his neck a feat which probably no other man in the trade can perform. In addition to this Mr. Mueller can perform many difficult exercises that in the words of a buyer make him "the marvel man of the china and glass trade."

Charles A. Postley of Charles A. Postley, n Boston on business. He will be in the Hu several days before returning to New York.

Miss Windham, china and glassware buye Bros., San Francisco is in the metropolis on a u in the firm's interest.

Miss J. A. Thompson who conducts a gt Ellsworth, Maine, was another visitor to the this week.

A. Gilman, china and glassware buyer for th Miller Co., Stamford, Conn., and George Boyl a similar post with the R. H. Muir Depart East Orange, N. J., were among the buyers i New York mart this week.

Engleman to Travel for Co-operative

The Co-Operative Flint Glass Co., Beaver Fa have announced that they have engaged A. RE to travel the Midwestern, Southwestern and Ea tory for them. This territory was formerly pv a number of years by W. A. Reaper.

New Store Wants Catalogue

Miss Josephine D. Wasko, who recently be Housefurnishing Store, 88 Pleasant St., Nth Mass., it desirous of receiving catalogues with pr tations on china, glass, lamps and housefurnis ng

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Taylor, Smith & Taylor to Build New

At a cost of over $600,000 the Taylor, Smi & Co., will erect a new generalware plant at Ches r, contracts for which are now being awarded T plant will be placed in operation about Octo r according to construction schedules, and thi ne will be confined exclusively to the producti body dinnerware.

The plant will be equipped with Harrop hn both for glost, bisque and decorating firing.

Completion of this new unit will increase he of the Taylor, Smith & Taylor Co., from 17o

In making the addition to the plant, the cmp raze five glost and six bisque kilns of the p io Other buildings are to be erected, which wi h new slip house, packing department and o er ments. The new tunnel kilns will have an itp to the production of 21 of the present type kns

Glassware and Lamp Committee Organized to Aid Salvation Army Appeal

The chairmanship of Robert E. L. Wells, with Straus & Sons, 119 Fifth Avenue, china, glass and lamp merchants, wholesale and retail, have organized to help the 1927 Maintenance Appeal of The Salvation Army. This appeal which takes place during the month of May has for its endeavor to raise $500,000 to carry on the social, religious and economic work of The Salvation Army. Approximately four-fifths of this money will be used within the limits of New York City, and the greater part will be used to help maintain the 47 Salvation Army homes, hospitals and social institutions which are divided evenly throughout the five boroughs.

Among these 47 branches of Salvation Army service are homes for unfortunate children; five are Industrial Homes where "the man who is down but never out" is given the use of a home and a fresh start in life; two are Day Nurseries, where the working mother may leave her children confident that they will be surrounded by sympathetic care as well as scientific care. There is a woman's hospital where patients pay only what they can; a boarding home for working women, maintained on the same principle; a Babies' hospital for sickly babies and a fresh air camp which gives happy weeks at the sea shore to many a New York City tenement children who otherwise might have no vacation whatever. The remaining institutions are social centers from which general relief, employment, American citizenship, prison reform and other practical activities are carried on.

Committees of men and women from all trades and professions numbering 4,000 workers have been formed. These are working at present quietly but with the fixed determination to see that those many vital services which the Salvation Army has rendered in the past shall not be curtailed for lack of funds.

Complete reports of receipts and disbursements of last year's campaign audited by the New York Audit Company, together with the exact budget for the 1927 appeal may be had on application to Lieut. Colonel Edward B. Underwood, Director of the Maintenance Appeal, at the Appeal Headquarters, 130 Knickerbocker Building, 42nd Street and Broadway.

Butler Bros. Purchase McDonald Bros. Business

Through the Crockery and Glass Journal McDonald Bros., Minneapolis, who announced this week that they had sold their entire stock to Butler Bros., and are withdrawing from active business, wish to take this opportunity of thanking their host of good friends in the trade for the many courtesies through the years they have been in business and to express their appreciation of the pleasant relationship that has existed between them.

Butler Bros. which is one of the oldest wholesalers of general merchandise in the Northwestern territory and have for many years been large distributors of china and glassware, both domestic and imported have just rounded out their fiftieth year in business.

The announcement by Butler Bros. of its entrance into the Northwestern territory with a branch house is viewed with keen interest b ythe trade.

In addition to their New York and Chicago establishments, Butler Bros. have branch interests at St. Louis, Mo., and Dallas, Texas. The firm was also founded fifty years ago. As soon as inventories are complete, it will assume complete management of the Minneapolis house.

Michael J. Alexander

Michael J. Alexander, one of the original organizers of the Chambers-McKee Glass Co., at Jeannette, Pa., died at his home at Barberton, O., early this week, aged 83 years. He was interested in the glass industry practically all his life, both in the tableware and plate glass branches. He was born at Newbern, Va.

Fifteen Suggestions That Spell Success

Departmentize your business to advantage:

By determining upon the major or main division into which the stock naturally falls.

By selecting a department head for each section who will be responsible for stock arrangement, department inventory, the preparation of publicity, and business returns.

By marking the departments in such a manner that each has a dfinite personality to the store force and to the public.

By keeping records of each department separate.

By keeping suitable leaders in view to stimulate interest in each department.

By requiring each department to give a good account of itself or to make clear the reason why.

By encouraging each department head to become a specialist in that field.

By encouraging a friendly but competitive spirit as to percentage profits of different departments.

Decide what to buy and how much:

By studying public needs carefully and the extent of popular fads and fancies.

By records which enable a fairly accurate estimate of what the public will absorb if the goods are satisfactory, the price right, and the advertising adequate.

By keeping closely in touch with new goods, and being one of the first to introduce them.

By avoiding that which is impractical and likely to be of passing interest.

By making a try out with arrangements for the replenishing of stock if the goods are ready sellers.

By profiting by past experience; by the advice of wide-awake members of the salesforce, and by watching the reaction of patrons of the store to new goods.

By avoiding as far as possible, putting in lines which will kill or serve as too active competitors of lines already carried.—*Hardware Age.*



WHAT THE POTTERIES ARE DOING



Department Store Distributors Expect Increase in Demand for Larger Dinner Sets

THAT the time is approaching when the demand for larger dinner sets will be pronounced, is the opinion of some of the department store distributors, the view being taken that more entertaining is now being done at home than for many years. With increased sales for the larger dinner sets at hand, will witness the decline in demand for the short or 32-piece sets. This situation is viewed by Lipman Wolf & Co., Portland, Ore., which house has discontinued the forced sale of cheap 32-piece sets. After declaring that the sale of both dinnerware and glassware is good, and demand for both lines increasing, "Jack" Winkler, manager of the china and glass department of this large Portland store said: "It has been the policy of our concern recently, to trade up in a great many departments, and we are having a very satisfactory volume on good dinnerware. We have discontinued the forced sales of cheap 32-piece sets and are using our better grade dinnerware in larger size sets to stimulate volume. It is my personal opinion," Mr. Winkler went on to say, "that the dinnerware business is coming back into its own again. We believe there is more of a spirit of entertaining in one's own home than formerly and, we may be able to again supply homes with more than one or two dinner sets. Our glassware lines are quite satisfactory, especially stemware. The tendency seems to run in the better ware to rock crystal cuttings more so than the colored lines." For some time dinnerware salesmen traveling out of this district have been urging buyers to give more attention to larger sets, and to offer the retail trade open stock patterns in nominal composition or assortment for the first purchase, which would in the end create a demand for additional items in the same pattern. This suggestion has been made by salesmen, for the reason they believe it would stimulate the demand for dinnerware, and that the distributor would in the end sell more merchandise than would be recorded when only a short set was sold. The statement of Mr. Winkler, however, appears to bear out the views of those salesmen who have been suggesting the elimination of the short sets.

Erection of Kilns Means More Business

Admission has been made that the production of dinnerware in the East Liverpool district will be materially increased before the close of the current year as a result of the erection of new tunnel kilns by the Homer Laughlin China Co., the Edwin M. Knowles Co., and possibly by another local interest. This in itself would indicate that these particular manufacturers are going to mak a pronounced campaign for new business.

In addition to the tunnel kilns that are to be bu East Liverpool district, the Southern Potteries win, Tenn., plans a similar expansion, all of whi a still increased production of dinnerware.

Charles Knowles Son to Deliver Ora

Kenneth Knowles, a son of J. Charles Knowle salesman for the Knowles, Taylor & Knowles C student at Mt. Union College, Alliance, O., as chosen to deliver the Mantle Oration in connec the annual commencement at Mt. Union, June th Mr. Knowles has had much experience in public and was a former member of the college debate

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Dresden Pottery Not Producing

No time has been announced for the resumptn tivity at the two plants of the Dresden Pottery Co which have been idle for several months. Both ec and plain white ware is being shipped by thi in however, and warehouse stocks are being mat ial duced. There has not been any production in the shops for several months. As soon as presen pro litigation has been adjusted, which will be done i s stood, in an amicably manner, the company ill go on a production basis.

Small Potteries Showing Increas

While the larger dinnerware plants in the E pool district have been working actively since t the year, and are still in steady operation, ne with the smaller plants is said to be showing a inc During the last week there was a better tone no in orders, and road salesmen are forwarding ho more volume business than formerly. In some cti the country there is more interest shown in futu a little larger scale than has prevailed during since before the last holiday rush. White wares i good request just now, some of the jobbing int ing heavier volume than has been their rece

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Sales Retard Better Grade Busiess

Open stock dinnerware is in moderate requ demand for merchandise for "sales" purpose a seems to retard business on the better grade d tions. Taking the district as a whole, a slight cre

uc n is reported, this being based upon the record of fild which is now showing a marked upward trend.

o Place New Dinner Shapes on Market

v l new dinner shapes are expected to be placed he arket by East Liverpool district manufacturers g he summer season, and for fall delivery, accord- o esent prospects. One of these new shapes is to be n an ivory body, it is related, and another will be ut n a white body. Manufacturers are giving seri- on deration to these new shapes, but no positive an- ce ent has been made that the shapes will be issued.

Fe Coast Merger Means Larger Stocks

e erger of the H. C. Capwell store, Oakland, Calif., th Emporium of San Francisco, reports of which re ived here this week, is taken to indicate that the a t glassware departments of these two stores will fu v be augmented and larger stocks featured. Both s e among the largest on the Pacific Coast. As a r ult of the merger, the Oakland store by virtue of os ion becomes identified with the American Mer- lis g Corporation. A new store for the Oakland es is now contemplated.

Duffy-Powers Reorganizes

nouncement has been made here of the reorganiza- of e Duffy-Powers Co., Buffalo, N. Y., the equity ership having extended from the fall of 1924. The co pany will be known as Duffy-Powers, Inc., as te by a New York state charter and the new com- w take over the business from the two receivers nt by the Federal Court. Discharge of the latter is te by a court order soon.

T. A. McNicol Returns from Trip

A. McNicol, president of the T. A. McNicol China wh has been visiting the Chicago, Cleveland and Yo k markets during the last ten days has returned e me office. "There is a decided better feeling g e trade as I observed conditions," he declared hi return home.

Grant to Open More Stores

w ork representatives of local plants have advised of es of the intent of the W. T. Grant Co., to open ad tional stores. The first of these will be opened ab en, N. J., and others will be opened at Wichita T as, and Ybor City Station, Tampa, Fla. This ca is now operating over 100 stores in different ns f the United States.

Akron Made "Port of Entry"

ici notices have been received here from the Fed- Tr ury Department at Washington that Akron, O., en ade a "port of entry," under an executive order issued Feb. 25th last. The order was signed by President Coolidge. The headquarters of the Akron office will be at Cleveland, and the order became effective March 25th.

Striking the Key Note of

COLOR DECORATION

The surface decoration of glass and pottery thru the use of *Color* is a most important problem of the up to date decorator.

Colors must harmonize in order to produce a decoration that is pleasing and enduring.

The R & H color service staff is prepared to give valuable suggestions without cost.

Write for our new Color Harmony Chart, a very valuable dictionary of Color terms and chart showing the relation of one color to another.

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COLORS and SERVICE

The ROESSLER & HASSLACHER CHEMICAL CO

709 Sixth Avenue, New York

"America's Leading Ceramic Material House"

Chicago	New Orleans	Pittsburgh
Philadelphia	Boston	Cleveland
Baltimore	Kansas City	Trenton
	San Francisco	

Oliver H. Sebring Offers Land to Community

Oliver H. Sebring of the French China Co., Sebring, O., has offered the municipal corporation a large tract of land to be used for public park and playground purposes. The offer is contingent upon the action of the authorities of Sebring and also the Township Trustees building a road to the park site. It is also proposed to establish an athletic field in the new park. It is declared that the Mahoning County Commissioners and other authorities look with favor upon the offer, and the building of an improved road is practically assured.

How Young Are You?

Nobody grows old by merely living a number of years; people grow old only by deserting their ideals.

Years wrinkle the skin, but to give up enthusiasm wrinkles the soul.

Worry, doubt, self-distrust, fear and despair—these are the long, long years that bow the head and turn the growing spirit back to dust.

Whether seventy or sixteen, there is in every being's heart the love of wonder, the sweet amazement at the stars and the star-like things and thoughts, the undaunted

(Continued on page 31)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



First Pittsburgh Market Week a Success

JOBBING interests in the Pittsburgh district declare that the first "Pittsburgh Market Week" went over big, and it is the purpose of the Chamber of Commerce to feature a similar season next March. Every line sold in a jobbing way in this territory received a boost, and those houses featuring glassware and dinnerware entertained a rather large volume of trade. As a matter of fact the majority of the glass and dinnerware lines are shown here by factory representatives, but many of these are associated with the Chamber of Commerce, and of course received the same benefits from the campaign as did the hardware, housewares and drygoods jobbers. Hundreds of retail dealers from the Eastern Ohio, West Virginia, and Western Pennsylvania trading section contingent to Pittsburgh accepted the invitation of the Chamber of Commerce to come into the market, and this had a wonderful effect upon increased business.

James A. Moreland Is Optimistic as to Trade

"Concerning the outlook for business during 1927, and although it has been a little slow so far, we are very optimistic in regards to trade this year," declared James A. Moreland, president of the Sinclair Glass Co., Van Voorhis, W. Va. "During March our factory has received quite an amount of new orders, along with the line of lenses and specialties, which warrants the steady operation of our plant up to July at least. We feel sure that the last six months of the year will be at least normal."

McKee Glass Co. Specializing in Lamps

The McKee Glass Co., Jeannette, Pa., is making a specialty this season of art lamps, water lamps and mirror lamps, and the entire line is declared to be in exceptionally active demand. Their new "Dance de Lumiere" for which a patent has just been applied, is an art figure of a dancing girl, standing upon a base which is hollow, and in the base of the figure has been constructed a reflector containing the incandescent lamp. The reflector projects the light upwards through the figure, making the item very attractive. The specialty is being featured in rose. pink, crystal acid-etched, orchid and canary glass, and is being put on the market at a popular price. The item is now being shown in all resident sample rooms, and also by road salesmen, and so far is in exceptionally active demand.

Bonita to Announce More Represent

Besides the appointment of Herbert & Neuwi New York, as sales representative for the Met district for the Bonita Art Glass Co., Huntington, J. M. Irving, 402 Equitable Building, St. Louis, W. B. Schmidt, of 220 Post St., San Francisc have the line for Pacific Coast trade. A. A. who displayed this line at the Ft. Pitt Hotel du January market season is now traveling middle ritory. The appointment of other sales represen expected to be announced within a few weeks. are coming in very nicely," suggested Otto Jae retary-treasurer of the company this week, "and w to do a business this year that will show a decided over the volume of 1926. As we view the everything points to good business for the curre

In order to meet the increased demand for its an additional furnace has been placed in operati plant of the Consolidated Lamp & Glass Co., opolis, Pa. Since this factory displayed its new January, the volume of business has been hea greater production has been required.

Would Make Firm Second Largest Ey

Should the merger of Sears, Roebuck and Mon Ward Co. be consummated, as reports indicate, interest will be probably the second largest buyer of glassware in the United States. Claim that first position as an individual customer is he Woolworth syndicate. The reference, however, i with the purchasing of the flint glass lines. Bo two large mail order houses have always bee active in the distribution of flint glassware, and bined sales to these two houses if carried unde count on factory records would be about the lar side of the Woolworth business.

Glass Sand Plants in Merger

Glass factory supply salesmen having headqua this week announced the merger of all glass sa in the vicinity of Hancock, Md., and Berkley W. Va. Some plants in the southern part of vania are also included in the new combinati merger of all these interests is said to represent tion of over $5,000,000.

Acme Glass Co. Formed

With a capital stock of $100,000 the new Ac Co. has been formed under a West Virginia

ver and operate the former plant of the Mound ass Co., Lumberport, W. Va. The latter company arted business in a small way at Moundsville, ., by operating a cutting shop, and buying blanks pen market. It removed to Lumberport some years id recently the plant was sold under an order of or $20,000. The charter for the new company t been issued.

American Glass Specialty Co. Dissolves

The limited partnership that has existed between rl Miksch and Peter Brown, at Monaca, Pa., and ve been doing business under the name of the erican Glass Specialty Co., has been dissolved. The y has been engaged in the decorating business for mber of years.

Zihlman Glass Co. Buys Site

The Zihlman Glass Co., which was recently formed by er E. Zihlman and James J. Kirk, at Cumberland, d which will erect a new plant at a probable cost ween $60,000 and $75,000, has purchased a site for new factory. The equipment will include a continuank, and will be electrically operated in all other deuments. It is the purpose of the new company to enter the production of a general line of glassware, and it is thought that the new factory will be placed in operation early in the summer. Both Mr. Zihlman and Mr. Kirk are widely known in the general glass trade.

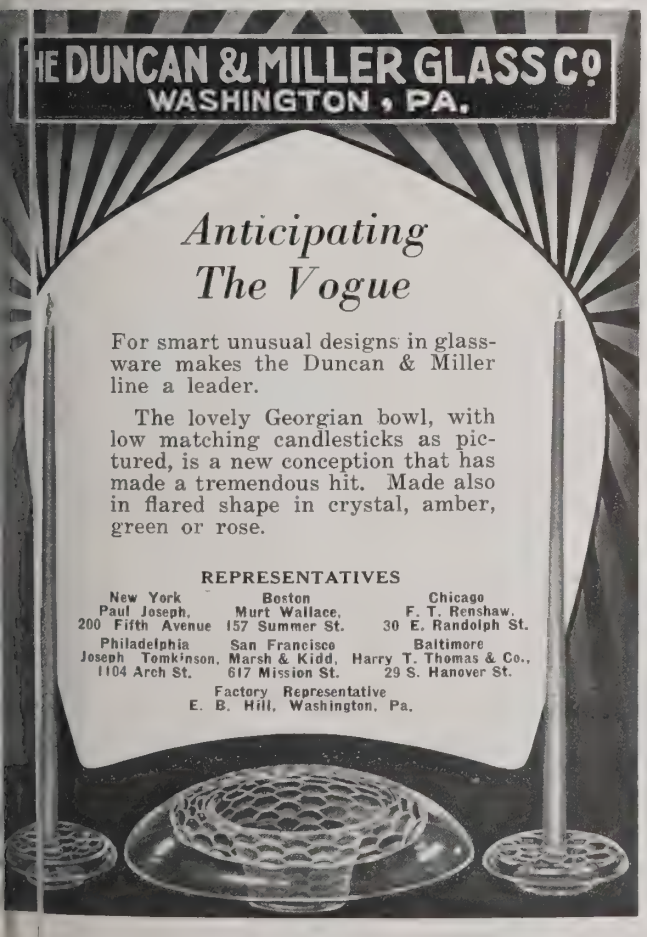
Thomas R. Crock Expects Good Year

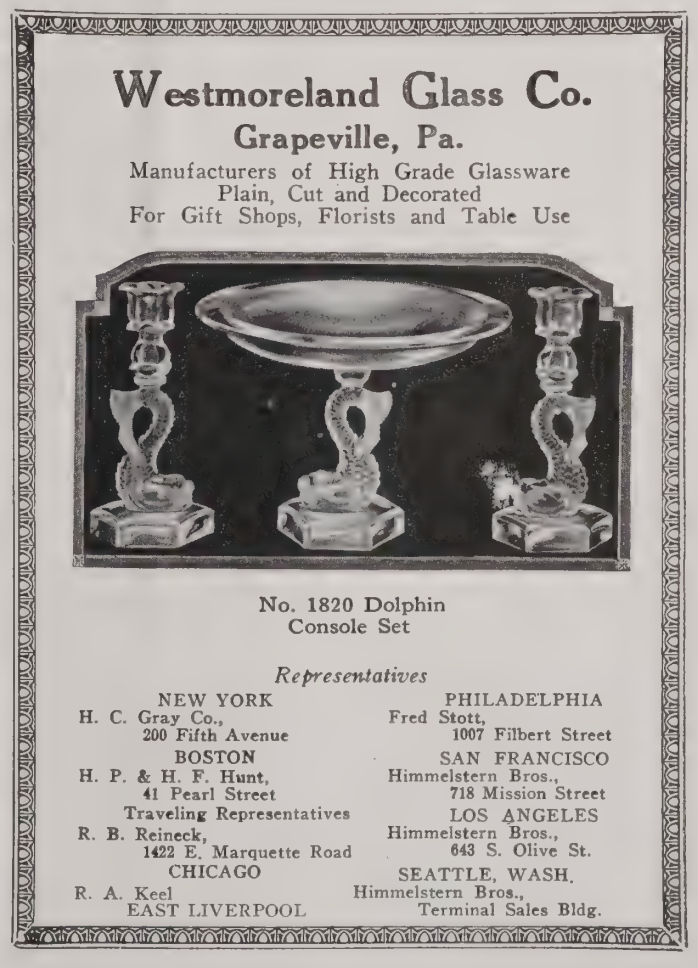
"I see no reason why we should not have a very good year," declared Thomas R. Crock, president of the Jeannette Shade & Novelty Co., Jeannette, Pa., this week. "Our business is growing each year and with the many new items and wonderful values we have produced this year, we see no reason why our business should not continue to grow." The little Boudoir lamp and base made from all glass in various colors and featured by this factory during the recent January market here and which proved to be one of the features of the display, is being used by jobbers in rather heavy volume. Department store buyers have also been liberal buyers of this item because of its popular price.

Belmont Adds New Department

The Belmont Tumbler Co., Bellaire, O., has added a new department for the production of illuminated signs, both all glass globes and disk for metal frames, the frames not being painted or baked, but being of vitreous enamel, and produced in all colors and fired in the same manner as enameled kitchen ware. The line of blown tumblers featured by this factory does not allow much variation ex-

(Continued on page 19)





What's New in New York Showroom

New and Unusual Glassware Novelty at Borgfeldt's

An exceptionally pretty novelty for decorative purposes either for the table or other ornamental use in glassware is being featured on the fifth floor at Geo. Borgfeldt & Co., 111 East 16th St., in the form of glass trees. Here



is something unique, combining grace, beauty and charm, that has never been shown before. These trees are offered in two sizes, the larger standing eighteen inches high and a smaller one ten inches in height. They may be had in a selection of five colors: green, red, coral, amber and crystal. The trunks of the trees are of hand wrapped silk thread, while the glass leaves are applied on a specially made wire of sterling and nickel. A glass base moulded to represent the soil serves as a stand for each one. Outstanding specially among these samples is one in crystal which combines fruit clusters in conjunction with the leaves. The trunk of this is wound with silver thread and its effect is charming. Another shows the trunk in a natural bark color with green leaves that is also exceptionally taking. It is evident that this line will be received with marked enthusiasm.

Beautiful Table Service Outstanding in Cambridge Display

Among the host of lovely new items which the Cambridge Glass Co., Cambridge, O., are featuring at their New York showroom, 184 Fifth Ave., is an open stock table service, which is one of their latest surprises offered to the trade. This is most complete and includes every imaginable item. Oval plates in six different sizes, open and cover dishes, large and after dinner coffees, sugar and cream, bullions and cream soups are only a few of the pieces shown. The decorative treatments these are offered in are a revelation. A selection of five gold encrustations, and two etchings ,as well as the plain glass are exhibited on colors of amber, green and peach. The decorative schemes employed are reproductions of the Dresden Rose, border encrustations and fanciful etchings.

Theresienthal Glass Featured in Reim Display

One of the best displays in Theresienthal glassw assembled for the trades inspection is now to be s the salesrooms of the Fred C. Reimer Co., Inc., 49 23rd St., American representatives for the line. In famous Rose color may be seen an assortment of pieces, each sample of which is brand new. It com bowls, candlesticks, vases, comports, candy jars and pea vases, whip creams, etc. Many of the numbe shown in a combination of rose and crystal. A spiral optic further adds to its charm. Another su



the Reimer firm have, which is something entirely is a line of Canary yellow and red glass. This sche been taken from the national colors of Spain and i had in the same wide range of pieces as in rose. further in addition to the new samples mentioned b is a line of glass in three tone effect. This emp blend of colors the result of which is splendid an certain that this, as well as their Canary yellow a will prove worthy rivals to their well known rose o The illustration gives an idea of the beauty of the sienthal shapes.

McKenna Bros. Show Many Excellent

At the McKenna Bros. Sales Corp. salesroom, a facturers representatives, 1271 Broadway, may a splendid display of new items in decorated gla ware that will more than repay one for the time in paying the exhibit a visit of inspection. offerings feature a diversified selection of deco on new shapes in a wide range of colors such as, green, ivory, blue, rose as well as a large ch crystal. Out of this excellent array it is diffi select any particular item for mention, but t one treatment that must not be overlooked. features an inch wide edge decoration emplo

ery effective hand scroll in black and gold. The ecr of its beauty is in its simplicity. The decora- on may be had in any color desired. Looking fur- her here are many novel enamel flower treatments t ts of orange, blue, green, etc., that are worth hil. Their reproductions of the famous Lalique las in colors of rose, blue and green which feature ili morning glory and grape designs in a wide ing of items are beautiful, and makes a most dis- nc ve exhibit. Among the very latest things to be dd to the display is a three part relish tray that is xc tionally practical. The shape is most graceful nd is shown in a selection of either rose, amber or ree. The firm are also featuring glass luncheon and rea fast sets for volume business. It is quite sur- ris g to find how attractively priced all these lines re specially when their quality is taken into con- de tion.

Jnited States Glass Co. Displaying New Torchiere

P minent among the many new and attractive numbers w being displayed by the United States Glass Co., at hei showrooms, 1107 Broadway, is their new No. 16265 Torchiere, illustrated herewith. They are to be congratulated in their production of such an exceptionally pretty lamp and it is safe to predict that its reception by the buyers will be more than that ordinarily accorded new items. The present samples show this in a lovely Rose pink body, with a black top and base in a satin finish. An octagon panel



ica worked out on the body and consists of four large ide anels alternating with four small corner ones. A nos artistic embossed figure adorns the four large side ane. The top which is detachable is tapered off in the hap of a spear head. The torchiere stands about four- een nches high and is completely wired. In addition to his em the United States Glass Co. have also utilized t as mounting for a table lamp. An attachment may be tte to the top which transforms it into a beautiful lamp tan ng about two feet in height. This mounting is fin- she entirely in black, the decorative scheme being carried ut e same as on the torchiere.

Domestic Blue Willow Compartment Plates Offered by Sendar

Morris Sendar, 291 Bowery, who formerly maintained an office and showroom on West 23rd St., and during the 1925-26 seasons was one of the largest importers of compartment plates, now announces that this well known item will be available to the trade as a product of American manufacture in any quantities desired. Heretofore according to Mr. Sendar, domestic production of Blue Willow compartment plates has been limited to a more or less small scale, but with the announcement that he now has under way one carload comprising fifteen hundred dozen of these plates which are to be stocked at his warehouse, it will now be possible to procure domestically in as large a lot as one might require. Another feature is that they are most reasonable in price. The plates are so constructed that they stack perfectly, are exceptionally strong and durable and the dividing sections are high and wide. They are made in a weight that is most in demand. This, says Mr. Sendar, is the first time in the history of American potting that the Blue Willow compartment plate has been manufactured on such a large scale.



Lazarus & Rosenfeld Showing Extensive Sample Lines

With one of the largest sample lines in the history of the concern, Lazarus & Rosenfeld, 98 Fifth Ave., have an exhibit at their display rooms that is a treat to the eye. Conspicuous in all the array is their Czecho dinnerware line of Victoria china shown in fifteen new open stock patterns. These include gold encrustations, bird, floral and fruit motifs in gorgeous colors and ivory borders. Among these is a pattern showing a small, dainty blue border decoration with which is combined a very pretty rose cluster in natural colors. This has been spaced at equal intervals around the border and is joined by a gold line, while gold knobs and handles finish off the treatment admirably. Still another commanding attention that is entirely different, and very striking, employs a bird center with the border worked out in lovely flowers. The brilliant color combination of yellow, pink, purple and green with a gold edge line, knobs and handles, is truly fascinating.

Duncan & Miller Bring Out New Lamp Mount

Paul Joseph, 200 Fifth Ave., New York representative for the Duncan & Miller Glass Co., Washington, Pa., is now showing at his salesroom a most attractive new lamp

(Continued on page 26)

Unscientific Taxation Attacks Busines

We Tax Industry and Thereby Make Cost Higher—Higher Costs Less Market—With Less Market Harder Sales and Hard Times—This Is the Cost of Our Present Unscientific Taxation to the Business of the Nation

By Charles Johnson Post

Foreword: *The following is an interview with Mr. Charles T. Root, one of the leading business analysts in the country and a close student of taxation and our present anti-business tax methods.*

In these interviews Mr. Root points out how prosperity is founded upon the purchasing power of our nation. That our present unscientific methods of taxation attack the purchasing power of our nation at critical points. Taxes must be levied; but to levy them against industry and to lessen them upon other things is to attack industry. Every business man should read these thoughtful statements by a practical business expert. We must revise our tax methods and make our tax systems scientific. Read them. And write us your thoughts.

THIRD ARTICLE

"Thus, as I have pointed out in my previous statements," continued Mr. Root, "we do not tax industry *into* existence; the trend in taxation is to restrict it. We place the premium of lowest taxes upon those who do not develop industry and who do not assist in developing our national manufactures; and the highest taxation is levied upon those who constitute the great market and purchasing power for our national business and manufacture.

"As affecting the purchasing power of farmers, it is only fair to admit that our present tax system discriminates strongly against the farmer in his capacity as land owner in favor of the city land owner. Farm land value is composed of two elements—site or location value and productive or fertility value. The fertility value is often the more important of the two and fertility value is as much a product of labor as is the barn or the well. Without continual expenditure of time and work in cultivation and rotation of crops, and in adding fertilizer to the land, the fertility value would soon go down almost to zero, leaving only the location value, which in most farms is very small. City land, on the other hand, has but one value, namely, its site or location value; and this value requires no labor or attention on the part of the owner for its maintenance. A city lot worth hundreds of thousands may be just a mass of rock, but its location value is enormous and growing with the growth of the city. It is unfair to tax the farmer on his fertility value as much as the city man for his pure location value. Any tax on what is produced by labor reduces the purchasing power of this labor, while the tax on the location value of land, in the production of which no labor is involved, does not lessen any purchasing power. It would seem just and for the benefit of business to revise our tax system so as to take the undeserved tax burden from the farmer, leaving in that money to buy goods with, and to transfer this bu to city land, which can bear it without lessening the v of anyone's labor.

64 Per Cent Taxation!

"Could any system of taxation be less scientific or m hurtful to our national business?

"Is the stunting effect of these taxes negligible? I refer you to an authoritative statement by Roger Bo in *Forbes Magazine*. The tax percentage of their profits paid out by agriculture and related industri 64 per cent! And each year, bear in mind. In min and quarrying, 44 per cent. In construction, 18 per In finance, banking and insurance, 22 per cent. In whle sale and retail trade, 14 per cent. And in manufactur as a whole, 14 per cent.

"These figures are startling. For, as every busi man knows, taxes are paid out of surplus, and not ou gross income. In other words, these present unscien taxes fall upon the surplus income of individuals—t that portion of their earnings which form the savings for reinvestment or spending in our national mar Our present tax systems strike directly at our annual chasing power, or what is equally vital, at the surplus is added to the capital fund by which business exp and greater economic efficiency is developed.

"It is no wonder that Roger Babson, one of the widely known of business analysts and statisticians, also recently said with emphasis that our tax systems 'wooly-witted' and 'short-sighted.' He points out equal clearness the fact that 'directly or indirectly, the of government absorbs a very large proportion of su of the individual and thereby vitally affects recreati and educational life, investment, building up of ca account and attainment of financial independence.' as he specifically points out, 'Taxes are paid from su rather than gross income.' And he goes on in words every business man would do well to read and think 'For reasons which I have given, I cannot help loo at our increasing local taxation as extremely ill-ad in its economic effects. . . . In other words, the publ careless and neglectful in its early stages of this econ cancer and like many a patient may awake up only v the malady is far advanced. Everything possible sh therefore, be done to impress upon the people the real about taxation—that it menaces both rich and poor, well-to-do and those of the middle class. Some econ

(Continued on page 31)

Glass

(Continued from page 15)

ornamentation, according to R. C. Faris, secretary th company, but recently there has been added to the e loop optic shape, and also enameled bridge sets in r both plain and gold edge and in several shapes. hdgh this factory has always been active in the proctio of soda fountain requisites, their line of soda sse has been revised to fit the now standard metal holdPlans for the enlargement of this factory are now ngconsidered, and the vacation of a street has been gge ed to the Bellaire city council, so that all buildings l by this company can be connected and enlarged.

Flint Glass Factories Active

Fli glass factories are all working on an active basis, or ng to official reports circulated here. The sale of re glassware continues exceptionally active, notwithndg the fact some retail distributors say the line in ir articular sections is not in the active demand as mdy. Considerable new busines is being received just w the producers of the blown and stemware lines, t decorators are also working steadily, with conerale advance business on file. Jobbing interests at s son of the year continue to be active in the distriiotof soda fountain glassware, this including all items. ol ale drug and confectionery houses have been quite ive n placing futures, but a considerable amount of s bsiness is for drop shipments.

A Century of Glass Making

n hundred years in one industry is a long time. But t is he record of a popular and prominent English glass nce regarding which the *Pottery Gazette and Glass adeReview* has the following interesting account:

"N e of our readers needs to be told that the glass lus y is one of the most ancient crafts of civilization, it nay surprise many that Lancashire can boast of a n glass makers with one hundred years of history in it. We refer to Molineaux, Webb & Co., Ltd., Ko y-st., Ancoats, Manchester.

"O hundred years ago a Thomas Webb—a name still no in the British glass industry—built some glass fures midst green fields and trees at Ancoats. He made cell t table glassware, and the concern flourished. ent ally his son, Thomas George, joined him in the ine .

"W may complain today of unnecessary restrictions, w are free, at least, from one of the troubles that tat the old glass makers. When the day's work was er xcise officers sealed the doors so that no work ld e continued during the night in order to evade ta which was levied on glassware. In the morning s s were broken by the excise men, and work comnce again.

"W n George Stephenson commenced to revolutionize nsp t with his railways he found it difficult to keep the ps n the roads burning properly, and asked Mr. Webb if he could make glass bowls to fit around the lights. Mr. Webb replied in the affirmative, and for many years made all the glass protectors used for the railway lamps. Lenses were made for ships' use, and this trade, coupled with the manufacture of domestic and fancy glassware, bought prosperity to the firm.

"Fifty years ago there were 27 glass furnaces in Lancashire, and the industry flourished exceedingly, and some of the finest of the glassmaker's art was produced in that county. But gradually a decline set in, and today the Lancashire glass industry has dwindled to a comparative few firms, amongst whom are Molineaux, Webb & Co., Ltd. The descendants of the men who worked for the founder of the industry still carry on the craft of their forefathers. The manager is the fourth John Skarratt of the firm."

Glass News of England

The month just closed shows little change in the glass business in England. While there is something being done now, there is a general expectation that an improvement of more or less substantial character may be expected as the industrial situation of the country becomes more settled.

The orders placed now are for the most part small, and the goods are wanted quickly. High class glassware continues to be most popular and some manufacturers are busy replenishing depleted stocks. "This branch of the trade is one of the brightest spots, for our artisans are unrivalled in this class of work, and foreign competition is not formidable, as it is in the cheaper grades." Glass is more popular now than for many years past for table decoration, while for wedding presents and other gifts it is being purchased more largely than ever. Glass cutters are said to be fairly busy. Bottle makers are fairly well employed, and prospects are some brighter. There is a steady call for scientific glassware, but more could be made. The fuel situation is easier, but prices are still 10 per cent above pre-war figures.

About the same condition prevails in the North-Eastern District. The expected improvement has not yet been enjoyed, and there is a general longing for orders and many plants are working part time only. A somewhat better tone prevails in the pressed glass department. Manufacturing costs are still high and foreign competition still keen. "Things can not go on as they are—the industry will be wiped out unless we get some relief," one of the manufacturers is quoted as saying. The bulb and tube branch is reported in a still more precarious situation.

The Passing Worker for Hire

The old worker for hire, who was contented with doing the job he was told to do, and no more, is, in the opinion of the Department of Manufacture of the Chamber of Commerce of the United States, rapidly disappearing. His place is being taken by the employee who takes the trouble to know what his job is all about, what part he

(Continued on page 31)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Windy City Looks for Better Sales

FOLLOWING the spurt in the china and glass business in Chicago two or three weeks ago, the quiet conditions have been resumed to some extent. The department stores have turned their attention from furniture, house furnishings, and china and glass, to ready-to-wear merchandise. The members of the local trade, however, are optimistic with reference to the future and believe that better sales will accompany the annual moving season the early part of May.

Carson, Pirie & Scott have been featuring rose tinted glass luncheon sets in pressed early American design, to sell for $6.75. The set consists of 18 pieces; six each sherberts and goblets, and six plates to match.

The Madison Furniture Co., 1224 West Madison street, was recently capitalized at $1,000 to manufacture and deal in furniture, furnishings, etc. The incorporators are Esther Buckner, Jacob Miller, and Charles Miller.

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1751 West 74th Street **CHICAGO**

Phone Hemlock 1000

F. I. Simmers, better known as "Ruby", presider the Hall China Company, East Liverpool, O., was in cago last week visiting department store buyers on o his regular selling trips.

Helm and Soukoup, 17 North Wabash Ave., hav cently taken on a new line of Japanese glassware, and house furnishings from the American Import San Francisco, Cal.

Word has been received from O. C. Helm o Atlantic Import Co., who has been attending the L Fair, that he will return from Europe about April

---

Oliver Phillips, manager of the Nu-Account Sales returned to Chicago Monday from St. Louis whe had been on business.

Kelly & Reasner, 17 North Wabash Ave., have k over a new line, which is the Louie Glass Co., W W. Va., consisting of some exceptionally fine blown ware in crystal and colors. They are also displayin high quality and richly gold crested glasses of the City Cut Glass Co., Meridan, Conn.

D. C. Jenkins, president of the D. C. Jenkins Glas Kokomo, Ind., was a visitor in town last week.

"Dick" Sloan, of the Potomac Glass Co., Cumbe Md., was in town for a few days last week, visitin company's Chicago representative, Tinker Bros., 17 Wabash Ave.

"Mort" Tinker, of Tinker Bros., spent the greate tion of last week among the trade in Milwauke vicinity.

The expected public participation in the ownershi management of Mandel Brothers, will be effected through the sale of 75,000 shares of corporation The company, which comprises one of Chicago's department stores, has long been a close corporatio while the present offering is a minority interest business, it marks a decided change in policy.

Sears, Roebuck & Co., Chicago mail order hous open its fourteenth large retail store in the fall, announced last week. Milwaukee, Wis., was th selected in which to erect a three-story building about 100,000 feet of floor space.

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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

The Making of Ancient Pottery

THE substance of ancient pottery was as variable as it is now. The earliest was coarse and gritty. The more refined seems to have been made of vased or filtered clay, and to have been mixed with other ubstances akin to those now used. The colors of the very arl unpainted unglazed works are red, brown, buff and lac—the latter certainly shows the introduction of man- ane. The red is often found with black color just nd the surface—this is merely from the effect of firing n asmothered or close oven. A very great amount of nought has been given by antiquarians as to the mode loyed by the ancients in ornamenting, incising, and laz g pottery, but the want of knowledge in the practice f te art has led them to make considerable errors in nei statements. The practice employed by the moderns ppears to us to have been perfectly understood by the hinese, Egyptians and Greeks. We are led to believe that wha we have deemed the most original thought of mod- rn potters, namely, the compression of clay in a state of ry powder between dies to form buttons, beads, tesserae, nd iles, was well-known to the Egyptians, or nations rad g with them. We believe that the small articles in nam led clay used as charms, necklaces, and inlaying, ver made by the ancients of clay, compressed in dies and glaz l in dishes whose surfaces had been coated by a laz and that the vapor of these glazed dishes deposited he aze on the beads and charms; as we know now hap- pens n the manufacture of French porcelain buttons. The Fre s made porcelain buttons. Careful observation of Egy ian and Greek remains show that plaster moulding nd e use of runners to make borders on the lathe were matters fully understood. Also the slipping on of orna- men l details to plain surfaces, which had been previously pres d into plaster moulds. The old potters were artists n c or as well as form, and well acquainted with such as ould stand the fire. Pliny's discourse in his 35th book relative to the art of pottery astonishes the modern artis and tells him how much he has yet to learn before he eals the ancients. The oldest examples of Chinese pottery evince such an advanced knowledge of moulding, painting, glazing, and gliding, that we pause before we render to Egypt the honor of being the earliest artistic potters, as is now frequently done by writers on pottery.

It would be impossible in a few sentences to do the least justice to the potter's branch of Greek art. All that appears to have been attempted before in pottery, and all, that has been executed by the moderns, falls short of the elegance of form and general excellence of Greek pottery as displayed in vases. There are numerous remains which show the Greeks fully comprehended the making of sun-dried and burnt bricks, incised and ornamented tiles as well as the Egyptians; also cornices, architraves, friezes, statues, bas-reliefs, and lamps. To these they add a charm of grace and softness surpassing all previous work. The material used by the Greeks in fabricating their best vases appears to be red clay, combined with silica, and finely-ground potsherds, with the addition, in some instances, of pumice and puzzolana. The colors used on the surface are black, blue, white, yellow, and sometimes, but not often, gilding appears. The glaze is extremely thin and transparent. The temperature at which the vases have been fired does not appear to have been equal to that observed in burning their architectural pottery which is very hard. The bulk of the vases have been thrown on a wheel and finely-turned and smothered on a lathe revolving table when the clay had become tough. Some have evidently been made from plaster moulds and generally the handles have been pressed in moulds. The outlines of the paintings have sometimes been sketched with a pointed tool on the unbaked work, and the outlines of figures appear frequently to have been painted by a master hand—the background being filled in by an ordinary painter. There are indications on some of the best vases of this mode of working. The largest and most artistically finished Greek vases have been found at Athens, Corinth, Nola, Cuma, and Vulci. The paintings on them represent the Golden Age, Amours of the Gods, Theban and Trojan wars, Argonautic expedition, the Odyssey, domestic life—marriages, games, funeral ceremonies, etc.

W. H. Donner Elected to U. S. Glass Company Board

The annual meeting of the United States Glass Company was held at the general offices of the firm in Pittsburgh recently. In the absence of President E. E. Slick, who is in the West Penn Hospital, Pittsburgh, where an operation was performed for a carbuncle on his neck. David Yost, vice president, presided. The meeting was harmonious and the directors seemed, after the meeting, to be very well satisfied.

The outstanding action taken at the meeting was the election of W. H. Donner as director. Mr. Donner is president of the Donner Steel Company and also a director of the Mellon National Bank of Pittsburgh. By the election of Mr. Donner as a director the United States Glass Company has on its board two of the outstanding figures of the steel industry in he and Mr. Slick.

The terms of three of the directors expired. At the meeting Charles E. Willock was re-elected. Mr. Donner succeeds Ernst Nichol on the board and M. B. Goff.

During the past year the United States Glass Company has undergone many changes, all apparently in the right direction. Various improvements and repairs have been made to plants, modern equipment introduced and splendid progress made, especially in the production end. A reflection of this is shown in that the plants operating at the same capacity in 1926, as in 1924, or just prior to Mr. Slick's connection with the company, showed a profit of approximately $92,000, while in 1924 there was an operating deficit of nearly $23,000.

Keeping in Touch

Being interviewed by newspaper men is an old story for Thomas Edison. The Wizard of Menlo Park, as he has long been called, is thoroughly at home in the hands of the men of "the fourth estate," in spite of his great and serious handicap of deafness. But the other day Mr. Edison had a new experience in being interviewed. He was taken in hand by a writer for one of the prominent trade publications.

The interview brought out a number of vastly interesting facts about the electrical genius, but perhaps none of them more remarkable than his admission that he regularly reads not one or two or three trade publications but fifty-two.

Almost anybody will readily admit that Mr. Edison is fairly busy. Yet, with all his concentration and with all his ability to focus upon the knotty problems which confront him in his famous laboratory, he has the incentive and the desire to read more than a half hundred trade publications, many of which must be outside his immediate field of electricity in their interests.

Time was when many trade papers were looked upon as being "for the good of the industry" both as regards advertising and editorially. Subscriptions and advertising were given merely because it was felt that this, that other industry "needed a voice" or a regularly printed page. But that is far from the case today. The average trade publication today does not desire to accept advertising copy which is not aimed to produce tangible business. And the business man who cannot find many times his subscription payment tucked away within the pages of trade papers to which he subscribes probably has only himself to blame.

There is an increasing tendency for the business man, particularly the retailer, of one line to subscribe to and regularly read representative publications of other industries as well as those of his own, and to find in them much freshness of viewpoint and interest applicable to his own work and business. After all, the business of selling, and particularly of retailing, deals with standardized human emotions and psychology, whether it is silverware or gravestones that are being offered and sold

Healthy, Wealthy and Wise

Men die because of some fault or faults in the organization or management of their bodies. Businesses do fail, for the same reason.

One of the best ways to be sure of dying sooner than you need to is to be an optimist whose optimism is based wholly on sentiment and not at all on knowledge.

Your kidneys may be showing albumen or sugar, but do not investigate to find out. Be an optimist!

An epidemic of flu or smallpox is on the way. It is very bad in certain sections of the country. Forget,

(Continued on page 31)

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Shakespeare once wrote an immortal line "that a rose by any other name would smell as sweet."

Perhaps a rose labelled "an onion" would smell just as sweet if called by its right name—we can not say.

But we do say without hesitancy that the fact that the CROCKERY AND GLASS JOURNAL is fifty-two years old and the best known publication in the trade makes its name important and the journal itself a valuable advertising medium for the crockery and glass manufacturer. Certainly there is much in a name after all.

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H. L. Anderson
Box 373
Coffeyville, Kansas

The Crooksville China Co.
CROOKSVILLE, OHIO

base, a sample of which has only recently been received. It is known at their number Forty and is made in colors of green, amber and rose, as well as crystal. The mount stands about a foot high and has a round base four inches in diameter. This meets a stem which is carried up approximately five inches.

New Open Stock Patterns Added by Rosenthal

The Rosenthal China Corp., 149 Fifth Ave., announce that four new patterns in ivory have been added to their open stock family. Samples of these have recently been received. Conspicuous among them is one featuring a narrow fancy rim border in a color scheme of apple green, yellow and black in conjunction with which a floral spray has been used for the rim and center. Another splendid treatment is their Riviera. This is a very modern type of decoration and employs a clever arrangement of a bird, flower and tree idea. A panel full rim border in a delicate French gray and gold edge line complete the treatment.





Colors of red, blue, yellow, scarlet, pink and green blend perfectly in the scheme giving a beautiful effect. This treatment is featured on the Corona shape. Their Parsifal decoration, also on the Conora shape, is another beauty. Here a double border design has been used, the outside one being over a half inch in width and employing a very fanciful panel idea, while the inner border is an eighth inch wide and of a weaved chain effect. The excellent colors of brown, pink, yellow, blue and green serve to greatly enhance its charm. In service plates the Rosenthal firm have received fifteen brand new decorations. Gorgeout hand-painted flower centers predominate on these while the range of colors feature such delightful hues as maroon, coral red, apple green, many different shades of blue, in fact, any shade desired is to be had.



This well arranged table appeared in the window of a New York Store. There is no denying that the proper glassware as well as dinnerware adds to the attractiveness of a good dinner.

Of Course There's Luck

Napoleon was a flat failure at everything until the rench revolution gave him his opportunity—or luck. ut later, when someone said that the Emperor owed uch to circumstances, he answered scornfully, Circumances! I *make* circumstances!" During all his career, owever, this favorite of fortune believed in his "star," d even identified a sky-twinkler as his.

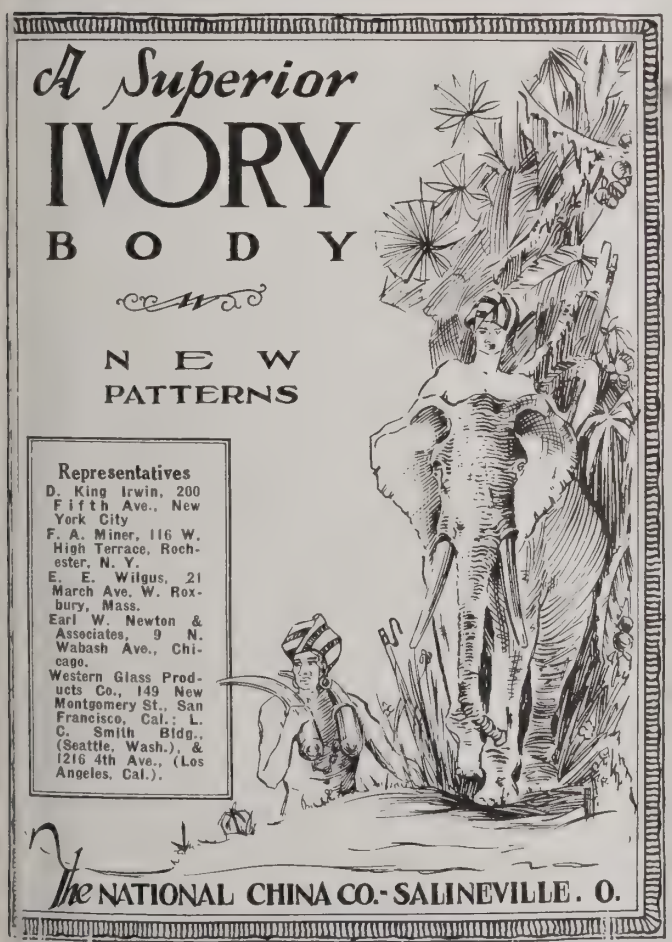
Now and then there is a winner who acknowledges the ct that all of them secretly bow to. The late John G. hedd went to work for Marshall Field as a salesmanockman at $10 a week in 1872 and died in 1926 chairman the board of the famous Chicago store. He told an inrviewer shortly before his death:

"Many men do not believe in luck, but I do. It is very ten that luck gives a man his opportunity. Of course, ck will do him no good unless he recognizes his oppority and has made himself ready to make the most of it hen it comes."

With the latter part of his remark nobody can take sue. All men have streaks of luck, even those who end failures, but only the right ones grab "the skirts of ppy chance" and swing along to fortune. But to deny at outside events open doors to the aspiring is to gainy that wise passage in Ecclesiastes: "The battle is not ways to the strong . . . nor yet riches to men of understanding, nor yet favor to men of skill; but time and chance happenth to all."—*The Eaglet.*

Weather Holds Up Spring Activities

The opening up of spring activities has moved at a slightly slower pace this week, owing to the influences of a return to wintry weather; snows, rains or high streams in some areas and wet soil or bad roads in others, says *Bradstreet's.* As for some time past, relatively most activity has been in constructive lines, notably in steel, automobile and tire manufacturing, and where weather permitted, in building. On the whole, however, the trend has been in a forward direction, with dry goods, millinery, shoes and building materials bought in rather larger volume than earlier in the month. In markets where the progress made has been hardly up to expectations, the relatively late date of Easter has continued to be assigned as one reason. In parts of the west, too, the downward trend of grain prices, which have dropped to the lowest levels of the season, has tended to restrict country buying and mail-order business in the spring-wheat and corn belts. This price weakness, while ostensibly based on large stocks of some grains, obtains added force from reports that areas nearly equal to, or in excess of, a year ago are to be planted, aided also by the advices that plenteous moisture favors a good start for most crops.



"Pottery and Porcelain"

By Frederick Litchfield

Author of

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

New York Imports

March 23rd

S. S. La Savoie, from Havre, France

Stern Bros., 3 casks chinaware
Bernardaud, L., & Co., 11 casks chinaware
Haviland-Abbott Co., 31 casks chinaware
Borgfeldt, G., & Co., 7 casks chinaware
Gunthel & Cruveilher, 6 casks chinaware
Schwartz, A., Corp., 2 cases glassware
Downing, T. D., & Co., 16 cases glassware
Haviland, T., 53 packages porcelain
Guerin Pouyat Elite, Ltd., 3 casks glassware
Henjes, F., Jr., Inc., 15 cases glassware
Amer. Shpg. Co., 5 packages earthenware
Collins, J. M., 1 case glassware
B. B. T. Corp. of America, 34 cases glassware

S. S. Bengal Maru, from Shanghai, China

Morimura Bros., Inc., 22 cases porcelain ware
Mogi, Momonoi & Co., 2 cases porcelain ware, 9 cases earthenware
Order, 1 case toys, 2 cases earthenware

S. S. City of St. Joseph, from Genoa, Italy

National City Bank, 15 casks earthenware
Sheldon, G. W., & Co., 18 cases marble works and earthenware

From Leghorn, Italy

Strauss, N., & Sons, 22 packages earthenware
Granata, G., & Co., 27 packages earthenware
Cox & Fahner, 13 packages earthenware, etc.
Cleveland Trust Co., 35 cases earthenware
Order, 8 casks majolicas

S. S. London Commerce, from London, England

Brown, J. S., 1 case earthenware

S. S. George Washington, from Bremen, Germany

Odenwald Co., 4 cases earthenware
Chatham & Phenix Nat'l Bank, 44 cases earthenware
Levy Bros. China Co., 8 cases crockery
Downing, R. F., & Co., 2 cases crockery
Foster, W. A., & Co., 1 case crockery
Corbett, M. J., & Co., 6 cases hollow glass, 5 cases earthenware
Hirsch, G., & Sons, 33 cases glassware
State Fwdg. & Shpg. Co., 8 cases earthenware, 1 case earthenware
Foster, W. A., & Co., 33 cases crockery
Rosenberg, A., 1 case hollow glass
Steinhardt & Bro., 1 case toys
W. Iron & Fixture Co., 1 case earthenware
Schall & Co., 11 cases toys
Smith, F. D., Co., 3 cases earthenware
Marg, Steiff & Co., 6 cases toys
Consmiller, L. A., 12 cases decalcomanias
Rosenthal China Corp., 2 cases crockery, 35 cases crockery
Sellers, C. W., 16 cases decalcomanias
Stern & Stern, 2 cases crockery
Heinrich & Winterling, 25 cases crockery
Field, B. H., & Co., 9 cases crockery
Barth, L., & Co., 2 cases crockery
Pomerance, S. H., & Co., 18 cases hollow glass
Sullivans, W. C., & Co., 42 packages china
Borgfeldt, G., & Co., 1 case crockery
Wolf, L., Co., 38 cases toys, etc.
Phoenix Shpg. Co., 8 cases crockery, glassware, etc.
Tyson, D. B., 10 cases chinaware, etc.
Borgfeld, G., & Co., 41 cases toys, crockery, etc.
Downing, R. F., & Co., 1 case crockery
Order, 18 cases crockery

S. S. Oklahoma, from Havre, France

Henjes, F., Jr., Co., 8 cases glassware

S. S. Duilio, from Genoa, Italy

Andrews, D. C., & Co., 21 cases glassware, etc.
Gants, M. A., Co., 3 cases earthenware
Dayton Co., 4 cases earthenware, marble, etc.
Friedlander & Co., 3 barrels earthenware

March 24th

S. S. Singapore Maru, from Hamburg, Germany

Downing, R. F., & Co., 3 cases glassware
Borgfeldt, G., & Co., 4 cases glassware
Butler Bros., 54 crates crockery
Globe Shpg. Co., 2 cases earthenware
Bloch, J. L., & Co., 109 packages crockery, etc.
Chatham & Phenix Nat'l Bank, 34 cases crockery

S. S. Hamburg, from Hamburg, Germany

Khouri, A. N., & Bro., 2 cases earthenware
Straub, P. A., & Co., 30 cases earthenware
Ross, G., Co., 1 case earthenware
Bing, F., & Co., 2 cases hollow glass
Ovington Bros. Co., 2 cases earthenware
Sullivan, W. C., & Co., 16 cases crockery, etc.
Specialty Trading Co., 3 cases earthenware, 2 cases toys
Page-Madden Co., 15 cases earthenware
Tomby, B., & Co., 3 cases crockery
Koscherak Bros., 13 cases crockery
Borgfeldt, G., & Co., 18 cases crockery, etc.
Noe, W. R., & Sons 101 cases earthenware, etc.
Commonwealth Bank 10 casks crockery, 20 cases crockery
Weiss Fwdg. Co., 14 cases crockery, etc.
Downing, R. F., & Co., 16 cases toys, glassware, etc.
United Dresden Porcelain Corp., 32 cases crockery
Downing, T. D., & Co., 6 cases toys, etc.
Guthman, Salomon & Co., 3 cases crockery, 5 cases glassware
Stern Bros., 24 cases earthenware, hollow glass, etc.
Fleischlacher Lamp Corp., 89 cases lamps
Straus, N., & Sons, 34 cases earthenware, etc.
American Kreuger & Toll Co., 1 case porcelain
Bloomingdale Bros., 2 cases crockery
Schoemann & Meyer, 7 cases chinaware
Kramer & Lange, 3 cases earthenware
Schenkers, Inc., 132 cases glassware, crockery, etc.
Reimer, F. C., Co., 11 cases earthenware, 3 cases crockery, 5 cases hollow glass
Sheldon, G. W., & Co., 27 cases glassware, etc.
N. Y. Mdse Co., 120 cases crockery, etc.
Phoenix Shpg. Co., 126 cases toys, crockery, etc.
Order, 6 cases hollow glass.

March 25th

S. S. Letitia, from Glasgow, Scotland

Currie, M., 2 cases clocks and china
Gunthel & Cruveilher, 7 cases earthenware
Sans, A. B., & Son Co., 1 crate earthenware

S. S. Noordam, from Rotterdam, Holland

Hudson Fwdg. & Shpg. Co., 6 cases crockery
Graham & Zenger, 72 cases glassware
Khouri, A. N., & Bros., 6 cases majolicas
Lazarus & Rosenfeld, 36 cases crockery
Borgfeldt, G., & Co., 39 cases toys, earthenware, etc.
Lazarus & Rosenfeld, 12 crates crockery

S. S. Berlin, from Bremen, Germany

Hutter, K., Inc., 30 cases crockery
Borgfeldt, G., & Co., 108 cases crockery, etc.
Guthman, Salomon & Co., 6 cases crockery
Downing, R. F., & Co., 2 cases hollow glass
Corbett, M. J., & Co., 2 cases earthenware
Wrought Iron & Art Glass Fixt. Co., 3 cases earthenware
Foster, W. A., & Co., 81 cases crockery, etc.
Stone, C. D., & Co., 1 case crockery
Hofman, E., & Co., 2 cases hollow glass

March 26th

S. S. Olympic, from Southampton, England (Additional)

Davies, Turner & Co., 6 cases earthenware, etc.
Haviland, T., & Co., 76 cases porcelain
Guerin Pouyate Elite, Ltd., 12 cases porcelain
Straus, N., & Sons, 9 casks porcelain
Macy, R. H., & Co., 5 casks porcelain
Koons, Wilson & Co., 3 casks porcelain
Wanamaker, J., 3 casks porcelain

S. S. Ansonia, from Southampton, England

Dunhill, A., 1 case earthenware, etc.

S. S. Republic, from Bremen, Germany

Sheldon, G. W., & Co., 3 cases earthenware

S. S. United States, from Copenhagen, Denmark

Ovington & Co., 1 case pottery

March 28th

S. . Celtic, from Liverpool, England
ckinson, E. B., Inc., 12 packages earthenware
ote, E., 16 crates earthenware, 5 casks china and earthenware
addock & Miller, 56 crates earthenware, 5 casks china
owning, T. D., & Co., 2 cases earthenware, etc.
ner. Exp. Co., 1 crate earthenware
llers, C. W., 15 casks earthenware and china
vidson, J., Inc., 19 packages earthenware and china
rnes, W. J., & Co., 2 packages earthenware
vis, Collamore & Co., 7 casks glassware, 4 casks earthenware
gt & Dose, 4 casks earthenware
rauss, N., & Co., 3 crates earthenware
owlands Marsellus & Co., 6 crates earthenware
yland, P. N., Inc., 2 crates earthenware
ummer, W. H., & Co., 6 packages earthenware
ndeville, A. J., & Co., 11 crates earthenware, 3 hogsheads china
owning's Foreign Express, 1 case earthenware
rbett, M. J., & Co., 1 crate earthenware
ttle, G. F., & Co., 1 cask earthenware
rth, L. & Co., 5 crates earthenware
nama Pacific Line, 17 packages earthenware

S. . Bankdale, from Marseilles, France
ner. Exp. Co., 1 case pottery
dson Fwdg. & Shpg. Co., 1 case table vases, etc.

March 29th

S. . MacKeesport, from Havre, France
aham & Zenger, 28 casks earthenware
ndegrift, F. B., & Co., 3 cases glassware
mberger, L., & Co., 15 cases china, etc.
hn S., Sons, 1 case chinaware

S. . Gaasterdyk, from Rotterdam, Holland
tional City Bank, 26 cases crockery
drews, D. C., & Co., 15 cases earthenware, 2 cases majolica
than Straus & Sons, 5 cases crockery
oenix Shpg. Co., 105 cases crockery, hollow glass, etc.

S. . Chicago City, from Bristol, England
lomon, L. A., & Bros., 160 cases china, 75 casks crockery

S. . Samland, from Antwerp, Belgium
ndeville, A. J., & Co., 49 casks glassware
inrich & Winterling, 23 cases crockery
tler Bros., 6 cases toys, 42 cases glassware
nberg, L., & Son, 9 cases toys
rd & Margolies, 1 case toys
etz, O., 34 cases crockery
ld, B. H., & Co., 15 cases crockery
rsch, Malgood & Co., 2 cases crockery
yper, P. C., & Co., 2 cases crockery
ner. Shpg. Co., 44 cases earthenware
tchell, Bissel Co., 8 cases crockery
stin Tharaud, Inc., 17 cases crockery
nama Pacific Line, 18 cases toys, crockery, etc.

S. . Vincent, from Havre, France
hner, Gehrig & Co., 1 crate pottery

S. . Alaunia, from Liverpool, England
owning, T. D., & Co., 2 crates earthenware
tler Bros., 8 crates earthenware
kin & Ridgway, 27 packages china and glassware
rlach, F. C., 16 packages earthenware
cairn, W. S., Corp., 31 packages earthenware and china

S. . President Harrison, from Shanghai, China
Sing Yuen & Co., 10 cases chinaware
ss, G., Co., 1 case chinaware

From Marseilles, France
ner. Exp. Co., 1 case crockery, 1 barrel pottery

S. . President Harding, from Bremerhaven, Germany
drews, D. C., & Co., 7 cases hollow glass
hner & Gehrig Co., 25 cases crockery
lers, C. W., 2 cases decalcomanias
senthal China Corp., 1 case crockery
inrich & Winterling, 5 cases crockery
yper, P. C., & Co., 4 cases glassware
be Shpg. Co., 28 cases toys, earthenware, etc.
rgfeld G., & Co., 25 cases crockery, toys, etc.
ner. Exp. Co. 24 cases hollow glass
rgfeldt, G., & Co., 78 cases toys, crockery, etc.

Statement of Ownership

Statement for April 1, 1927, of the ownership, management, etc., of the CROCKERY AND GLASS JOURNAL, published weekly at New York, N. Y., as required by the Act of August 24, 1912.

State of New York, } ss.
County of New York, }

Before me, a Notary Public, in and for the State and County aforesaid, personally appeared F. Calvin Demarest, who, having been duly sworn according to law, deposes and says that he is the business manager of the CROCKERY AND GLASS JOURNAL, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Demarest Publications, Inc., 45 East 17th St., N. Y. City; editor, Norton B. Jackson, 45 East 17th St., N. Y. City; managing editor, Norton B. Jackson, 45 East 17th St., N. Y. City; business manager, F. Calvin Demarest, 45 East 17th St., N. Y. City.

2. Owners, Demarest Publications, Inc., 45 East 17th St., N. Y. City; F. Calvin Demarest, 45 East 17th St., N. Y. City; J. Cleveland Demarest, 543 Madison Ave., N. Y. City; Clarence Kimball, 475 Fifth Avenue, N. Y. City.

3. Known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities, none.

4. That the two paragraphs next above giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stock holder or security holder appears upon the books of the company as trustees or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

F. CALVIN DEMAREST,
Business Manager.

Sworn to and subscribed before me this 26th day of March, 1927.

HARRY R. UPRIGHT.
(Seal.) N. Y. Co. Clerks No. 25.
N. Y. Co. Reg. No. 7020.

(My commission expires March 30, 1927.)

How to Choose Colors for Ceramic Products

A very interesting and useful color harmony chart is now being distributed by the Roessler & Hasslacher Chemical Co. of New York. This chart has been prepared especially for the ceramic industries, and should prove a very valuable asset to any manufacturer in whose products, color is or may be involved.

This color chart of convenient size, tells what colors to use and how to use them. It describes color terms, color schemes, decorating suggestions, harmony in color, in clear interesting manner. By means of a disk wheel of colors, over 1,000 combinations of color are given. Separate charts covering Overglaze and Underglaze Colors for Pottery, Tile and Clay Industries, Glass Colors for the Glass Industry, Enamel Oxides for the Enameling Industry, have been printed and are available to those requesting same.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMAN WANTED TO CARRY SIDE LINE

WANTED—Salesman to carry side line of high grade decorated perfume bottles, candle sticks, vanity sets, candy boxes, sugars and creamers at reasonable prices on commission basis. Address Box 618, care of CROCKERY AND GLASS JOURNAL.

EXCELLENT MAN FOR IMPORTER OR EXPORTER

YOUNG MAN, efficient, experienced office worker and typist, desires position with importer or exporter. Speaks French, Spanish and English fluently. Willing to start at low salary to demonstrate ability. References. Address Box 622, c/o CROCKERY AND GLASS JOURNAL.

Buyers in New York

MARCH 24, 1927

C. C. Sickenberger, lamps, basement, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Assoc. Mdsg. Corp.).

W. A. Ricker, housefurnisings, L. S. Donaldson Co., Minneapolis, Minn., 240 Madison Ave. (Syndicate Trading Co.).

J. H. Martin, housefurnishings, Luckey, Platt & Co., Poughkeepsie, N. Y., 1150 Broadway (F. Lilienthal & Co.).

MARCH 25, 1927

S. Cizek, housefurnishings, china, Jackson, Mich., 220 Fifth Ave. (F. Atkins), Imperial.

MARCH 28, 1927

A. J. Blankenship, toys, W. A. Green Co., Dallas, Texas, 333 Seventh Ave. (J. M. Biggins, Inc.).

A. H. Baum, housefurnishings, toys, dolls, M. Goldenberg, Washington, D. C., Pennsylvania.

MARCH 29, 1927

C. C. Millington, toys, Sanger Bros., Dallas, Texas, 455 Seventh Ave. (Mdse. & Research Bureau).

L. Tholen, lamps, Wolf & Dessauer, Fort Wayne, Ind., 128 W. 31st St. (Kirby, Block & Fischer).

Miss M. B. Matson, art goods, gifts, Bullocks, Los Angeles, Calif., 1440 Broadway (Assoc. Mdsg. Corp.).

A. J. Papke, glassware, china, Ed Schuster & Co., Milwaukee, Wisc., 330 Fifth Avenue.

Mrs. A. E. Swager, art goods, china, novelties, Geo. L. Fordyce Co., Youngstown, Ohio, 315 Fourth Ave. (D. G. Alliance).

MARCH 30, 1927

E. Carlson, housefurnishings, R. H. White Co., Boston, Mass., 432 Fourth Ave.

Miss M. Koch, gift novelties, Kaufmann & Baer Co., Pittsburgh, Pa., 116 West 32nd St.

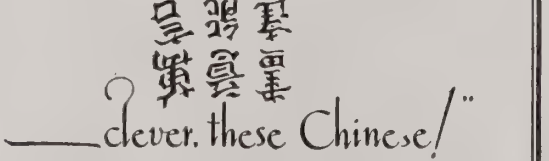
PETER POTTER



Peter Potter says: While both china 'n glazzware manufacteres ere complainin bout th' general run o' bizness th' general publik continues to buy in th' department stor. Which reminds me that where they's smoke they's fire where they's buyin in th' retail bizness sooner er latter the bound to be buyin in th' wholesale.

Knowing What the Public Wants

The big part of a merchant's job is knowing what t public wants, but he should be able to ascertain wh the public ceases to want it. Certain lines of goods ha a vogue and as surely lose their appeal and the mercha who does not keep a watchful eye on the demand a inquiries for goods will sooner or later be caught w stocks that he cannot get rid of. These are the real los in doing business. When the sales on any item show continued falling off in spite of efforts to move it, ke the stocks of that item at a minimum; but on the oth hand, when sales or demands show a steady increa stock to fit that demand. Don't lose sales by being o of goods. Lost sales mean lost customers in a remarkab short time.



clever, these Chinese!"

The laundry ticket above is supposed to be the old Chinese proverb, "One picture is worth ten thousand words." We won't swear to it, but whether or no, it's often true.

A good photograph or illustration is the next best thing to putting your ware in the prospect's hands;—it speaks for itself. Yes, to paraphrase the proverb, a good picture saves lots of gab.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA

COMPLETE "LINES THAT SELL"
Manufactured by the
BRUSH POTTERY CO.
ZANESVILLE, OHIO
PROMPT DELIVERIES
By Our Trucks from Our
NEW YORK WAREHOUSE
5 W. 20TH ST.
JOHN L. PASMANTIER & SONS

How Young Are You?

(Continued from page 13)

halnge of events, the unfailing child-like appetite for ha next, and the joy for the game of life.

Yu are as young as your faith, as old as your doubt; as ou as your self-confidence, as old as your fear; as ou as your hope, as old as your despair.—*Anonymous.*

Unscientific Taxation

(Continued from page 18)

vils hurt only a part of the people part of the time. But nor sighted and woolly-witted taxation is a scourge that rey upon all the people all the time.'

Scientific Taxes Needed

"Certainly these are important words, and by no visionary dealing in impractical idealism. Roger Babson is a business analyst whose counsel is sought by many large interests in economic and commercial matters.

"And again, we have the head of the Department of economics of Yale University, Professor Irving Fisher: "'Premising,' says Professor Fisher of Yale, 'that so important a change should not be made abruptly, I favor the gradual reduction, so far as possible, of the tax burden on industry and labor and taking instead the economic rent of the bare land.'

"Our prosperity has been great since the war because we have preserved our purchasing power in direct high ag. We have reached the peak for the time; but we are not, as business men and from motives of mere self-interest, ignore the factors that are draining our purchasing power annually and that will inevitably destroy us roth unscientific taxation, unless we face the problem and solve it with the intelligent application of scientific taxation."

The Passing Worker

(Continued from page 19)

plays in his industry and what the problems of that industry are.

"There is no doubt," says the Department, "that the better employer-employee relations existing in industry today are due not alone to good wages, but also to enlightened study and attention being given to the human element. What about tomorrow? Is it a responsibility which we can afford to dodge?"

Healthy, Wealthy and Wise

(Continued from page 22)

better do not let anyone tell you about it. Be an optimist! Expose yourself! Go where the epidemic is worst. Be an optimist! Do not build up additional physical resistance. Refuse to read or heed all information of anything bad or of any depressing or threatening conditions.

This attitude, or this philosophy, if it may be called a philosophy, is cutting off many years of life for men.

1920 and 1921 taught business men that they must not be so foolish about business. But still there are many that need to learn that unintelligent optimism is dangerous, and intelligent pessimism a mark of wisdom.—*The Buzz.*

Magnin Earns $3.08

The Magnin chain of department stores, San Francisco, has reported net earnings equal to $3.08 per share, and an increase in assets, according to the books, of about $1,000,000.



What is a home without lamps? Note the air of cheeriness lent to this room by the two lamps of like design.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L. BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China, Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

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for
American Homes

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for the Jobber and Syndicate Buyer

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Highland ..... plain
Pilgrim ..... octagon

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CARROLLTON, OHIO

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East

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on white china

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Vol. 104, No. 14

APRIL 7, 1927

IN THIS ISSUE

Special Gift Section in which Beatrice Miller Wisner writes for our readers of the very latest gift items being displayed in New York Stores

What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

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To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

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To be advised about important changes in the trade?

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Vol. 104. No. 14. April 7, 1927

Oakmont Princess Ivory

TRADE MARK

THE miniature reproduction of the above trade mark, together with the name of the decoration appearing on each piece of Princess Ivory, is more than a mere trade mark. It is a guarantee to the dealer of satisfied customers—quicker turnover—increased sales—bigger profits.

The new Oakmont Shape appealingly different in design is yet dignified enough to grace the table of an epicure.

A wide range of decorations, including the most bizarre as well as the more conventional patterns, enables the dealer to satisfy the demands of his most exacting customers.

SMITH-PHILLIPS CHINA COMPANY

EAST LIVERPOOL, OHIO

Princess Ivory

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See your jobber or write.

The Hall China Company

East Liverpool, Ohio



Fostoria

Reg. U. S. Pat. Office

The most interesting, most modern photographs ever used in glassware advertising illustrate the Fostoria 1927 campaign. . . . This illustration appears in April "Good Housekeeping." Every advertisement includes the Fostoria label.

Fostoria

FINE CRYSTAL AND DECORATED GLASSWARE

Fostoria national advertising features the complete dinner service of glassware. . . . It tells American women over and again that Fostoria is perfectly practicable for serving hot as well as cold foods. . . . It shows these beautiful dishes, in striking photographs and paintings. Such advertising convinces your logical customers that Fostoria will make their tables lovelier, their daily living pleasanter. Be ready to meet the demand for Fostoria, the glassware with a nation-wide reputation for fine quality. You will find it thoroughly profitable to handle this line.

Probably you have seen our new orchid color. This delicate, subtle shade is meeting with immediate sales response wherever it is shown. . . . *Fairfax* is the name of the new design in the dinner-ware line.

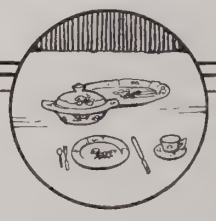
If you have not seen these new items, call at our salesrooms or have our salesman visit you. New York Office, 141-147 Fifth Avenue; Chicago Office, 807 Capitol Building; Minneapolis Office, 100 North Seventh Street; Dallas Office, 727 Santa Fe Building; San Francisco Office, 86 Third Street. The Fostoria Glass Company, Moundsville, West Virginia.

Gloria Shape



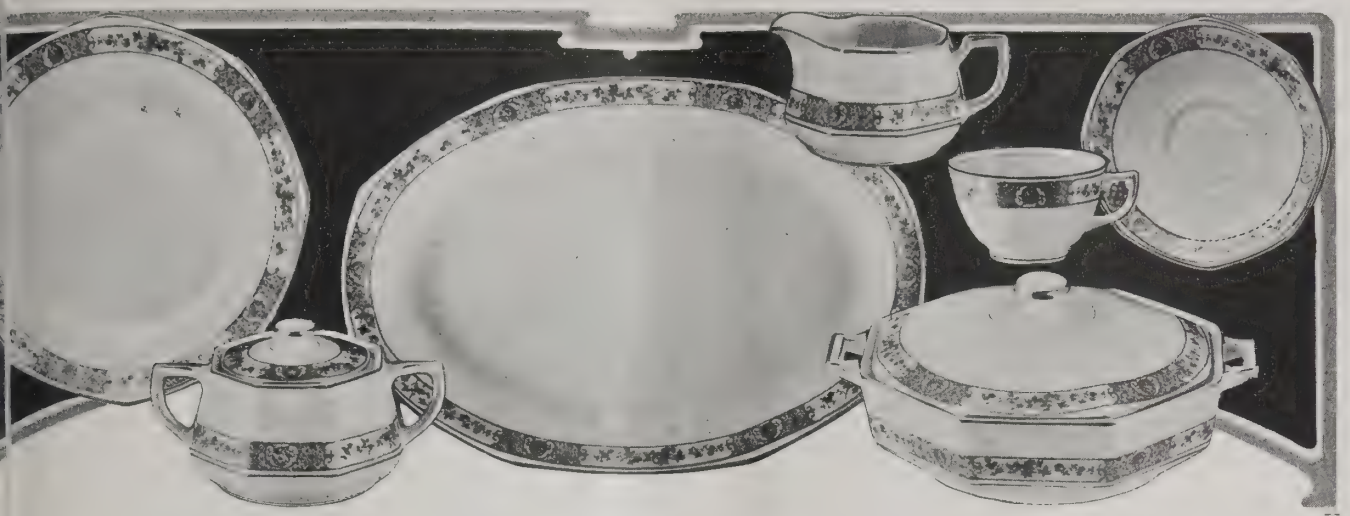
THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

We invite comparison.



KNOWLES, TAYLOR & KNOWLES
Company
EAST LIVERPOOL., OHIO.

K·T&K·
IVORY



The Yellowstone Dinner Service

Decoration Y-31

The tremendous success achieved by the Yellowstone Dinner Service, Ivory body, octagon model, is an outstanding event in the history of the pottery craft.

The Laughlin Establishment operates six plants, with a total capacity equivalent to one hundred kilns. Three of these plants, with an aggregate capacity of forty kilns, are devoted almost exclusively to production of the Yellowstone. The distribution of that shape alone for the last half of 1926 approached ten thousand dozens per day, all decorated. The daily production of Yellowstone, if placed in line, would stretch ten miles. Imagine an unbroken line of decorated dishes, all in one shape, stretching from the Battery in New York to the Harlem River and three miles beyond, and you may have some idea of the daily sales of Yellowstone.

There Must Be A Reason

Homer-Laughlin China Co.

Newell, W. Va. ***and*** **East Liverpool, O.**

ANOTHER

MERCER

CREATION



THE TRAYMORE DECORATION—
a brilliant border in eight colors with blue, yellow and red predominating.

The NEW "QUEEN ANNE" IVORY

The Mercer Pottery now offers this attractive new shape executed in a warm ivory body. It is decorated with a wide variety of colorful patterns which are carried in open stock at the factory for Spring delivery.

MERCER POTTERY CO.

Manufacturers of Dinnerware Since 1871

TRENTON, NEW JERSEY

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CHICAGO

NEW YORK OFFICE—ROOM 356
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New York City



(Ornamental design patent applied for)

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The Smartest Bridge Prize of The Season

Four footed goblets, decorated in raised color enamel as shown, comprise the (Trump Bridge Set). Packed in attractive box.
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Columbus
Ohio

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14 April 7, 1927 No. 14

AS THE EDITOR SEES IT

ensus elng

First figures in a national census of distribution will be collected in selected cities and regions of the d tates by the Bureau of the Census as a means of ning accurately what statistical information may ta ed in a wider census, it has been announced by b mmittee on a distribution census of the Chamber merce of the United States.

p ited by Owen D. Young, chairman of the na- c mber's Committee on the Collection of Business es the subcommittee was empowered to outline the es ve development of a Census of Distribution call- or he cooperation of the Chamber, the Bureau of Cen us, and the Bureau of Foreign and Domestic ne e.

st ccording to the plan worked out by the subcom- a d approved by the Director of the Census, an iv census will be made in a single American city, bly Baltimore, covering all business establishments ow ncluded in the Census of Manufactures.

con a census will be taken in from twelve to fif- sel ted cities and regions representative of different ies f population and business activity. This census e l sed on simplified schedules evolved after a study e ta gathered in the intensive one-city canvass.

all a wider census supplying national figures on ist ution of merchandise is planned. Preparation ned es will be founded on the information secured in rel inary census concerning the classes of figures n w be collected in localities of various sizes and sts

Illiteracy and Waste

A warning that illiteracy from an economic viewpoint is a source of prodigious waste is sounded by the Civic Development Department of the Chamber of Commerce of the United States in a statement calling attention of local chambers of commerce to vast opportunities for accomplishment in this field.

"We have entered upon a new era in business," says the Department. "We work in large groups. Co-ordination and efficiency are dependent upon mutual understanding. Because of the larger number of workers who must be kept informed, the written word again is superseding the spoken word.

"It is a shock then to be told that nearly one quarter of our adult population cannot read a newspaper, cannot write a letter; that out of a thirty-million population in the 5 to 17 age group in 1924, three million, or one out of every ten, did not go to any school * * * Three million out of our five million illiterates are native-born, which places the responsibility for three-fifths of the illiteracy in the United States upon us.

"Illiteracy means waste. Franklin K. Lane estimated that illiteracy was costing this nation 825 million dollars annually. With the increased productivity of other civilized nations our industrial and commercial future depends in large measure upon the standard of living which our own population is able to earn. A comparison of the most illiterate and the least illiterate states with respect to the production of wealth suggests a ratio between literacy and the production of wealth."

CAUGHT IN THE NEWS NET

"JACK" ALDRICH, china, bric-a-brac and lamp buyer for James McCreery & Co., returned from Europe aboard the *Leviathan* Monday in company with B. Fleer, who holds a similar position with Hahne & Co., Newark. In an interview with the CROCKERY AND GLASS JOURNAL reporter Mr. Aldrich expressed himself as being enthusiastic over conditions in Europe. "We found the English market very favorable. Owing to the recent coal strike there has not been an over-production among the factories and as a consequence they have enough orders to fill and more. Dinner sets were high in the French market and it is cheaper to buy here in this country except in the cases of close outs. The franc is fluctuating up and down and as yet France does not seem to know just where she stands." Referring to the German market Mr. Aldrich waxed enthusiastic. "The Leipsig Fair, this year, in my opinion was the best ever. Prices in some cases were lower by ten per cent than they were a year ago and in others they were just as low. The Germans appears to be back to normal again. There is talk of their coming back. They are back. The people one sees in the streets of Berlin, Leipsig as well as Vienna look prosperous in contrast to a year or so ago when their dress showed that they were pinched financially. The china and glassware situation is good. In the glassware end the manufacturers want to cooperate with the states and as a consequence there is considerable improvement in the shapes that are in demand in this country. They are getting the idea and they are equipped for better deliveries."

Martin Zolle, of the E. Torlotting sales force, will leave next week for the south where he will spend some time covering Norfolk, Richmond and other large southern cities after which he will return to New York to rearrange his samples and depart for Chicago and points west.

Eugene Fondeville, head of A. J. Fondeville & Co., the well-known English import house, will sail for Europe next week aboard the *Mauretania*. He expects to be gone for about six weeks and while abroad will visit the firm's factories in England.

Meredith Miller and Frank Warren of Maddock & Miller, English wares of Merit, sailed at midnight Tuesday abroad the *Berengeria* for Europe on a business mission for their firm. They will visit the Maddock & Miller factories abroad and will be gone for about two months.

Dodderick Olson, china and glassware buyer for L Macy & Co., returned last Wednesday aboard the *M tic,* while J. P. Casper of the same firm, returned the previous aboard the *Olympic*.

John J. Miller, active head of Maddock & Mill back at his desk as "fit as a fiddle" and enthusiast putting in his daily stint with all the "pep" of a man years his junior.

Among the buyers who visited the New York ma last week were L. E. Briggs, head of the L. E. Briggs niture Co., Vineyard Haven, Mass., accompanied by Briggs, Miss Windham, china and glassware buye Hale Bros., San Francisco, and Miss J. A. Thor who conducts a gift shop at Ellsworth, Me.

Most of the Maddock & Miller sales force is still on the road. Charles Levy is "somewhere in the s Henry Shirley is out west while "Bill" Nye is New England. Reynale Pickering recently returned Boston and just prior to his trip to the Hub City re from a selling expedition that took him to West Vi

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F. J. Gould, proprietor of the Arts and Craft Shop, located in East Orange, N. J., has disposed business to George B. White who will conduct the bu in the future. Mr. Gould accompanied by Mr. Whi ited New York last week for the purpose of intro the latter to the trade.

George O'Hara, china and glassware buyer for tenberg & Robinson Co., Pawtucket, R. I., has re his position with that firm to become merchandise ma for the Trask, Prescott & Richardson Co., Erie, position which he held before joining the forces o tenberg & Robinson Co. Mr. O'Hara is well kn the china and housefurnishing field having been a for the past twenty-eight years for stores in Buffal Akron, McKeesport and Toledo. He has not ann as yet what he has up his sleeve for the future.

Miss Anna M. George, china and glassware bu E. E. Atkinson & Co., Minneapolis, returned to t last Thursday after several days in New York.

Walter G. Browning, china and glassware bu Gimbel Bros., New York, will not make his cus

Europe this year owing to the numerous business hat necessitate his attention in the big New York As yet it has not been definitely decided whether A. S. Baker who heads Gimbel Bros.' china and re department in their Philadelphia store, will e trip abroad or not.

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nany friends of L. S. Zugsmith of the B. Tomby ales force will be pleased to learn that Mr. Zug- ill be able to resume his selling trip which was so nately interrupted when he was stricken ill at Al- some five weeks ago and forced to return to New mediately to seek medical attention. He will be resume his trip next Monday. Mr. Zugsmith, is illness will not reach his customers this year egular time.

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rd W. Hammond, the popular manufacturers as been an important figure along Broadway for decade or so in his varied and interesting career y, fight manager and speed boat king—not to for- record in the china and glass trade. Mr. Ham- 's atest and crowning achievement is a venture into na as a motion picture star. While in Hollywood mer he was induced to take part in a Christy entitled "Cash and Carry" and good naturedly he The plot concerns a sales girl in a department o has two ardent admirers, one a floor walker and a prospective customer. The latter attempts to it in the store in which the floor walker is em- n the installment plan. The floor walker gets this and reports to the store's management that wooer and prospective customer's credit is N. G. e our hero dapper Edward A. Hammond enters 's clothing department and buys an overcoat.— rest of the plot see the picture at Loews' Palace in Brooklyn or at the Alpine Theatre in the ginning April 9th. (Note—This is not an ad- nt.)

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s A. Postley of Charles A. Postley, Inc., is dis- ll garden implements and rearranging his show- 35 W. 23rd St., with complete lines of smoker's ook ends and fancy goods for the coming Fall.

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l Krautheim of the B. Tomby & Co. sales force eturned from a successful trip through the mid- nd is now taking care of the trade that visits the s showrooms at 20 W. 23rd St.

Donahoe, well known jobber of Des Moines, Ia., York this week visiting several of the big china ware houses.

Sutherland of the Morimura Bros., the well- panese import house, sales force, will leave this trip the first stop of which will be at St. Paul will remain for several days before continuing on to the Pacific coast. A. O. Bendig of the sales force of the same firm will leave Saturday on a selling trip to the south. His first stop will be at Richmond.

William Gilmore, china and glassware buyer for Hens & Kelly Co., Buffalo, is in New York in his firm's interest.

William Mitchell, china and glassware buyer for Sanger Bros., Dallas, Texas, and one of the best-known buyers in the trade, is in New York on a buying trip. Mr. Mitchell, it will be remembered, was buyer for the Emergency Department of the United States Government during the World War. He is making his initial trip for Sanger Bros. and his many friends in the trade are wishing him the best of success in his new venture. Mr. Mitchell reports the china and glassware business throughout Texas as being in a very healthy condition.

Bloomingdale Bros., New York, have engaged this week Mr. Grosbach of New Rochelle, N. Y., to assist L. Klayf in his duties as china and glassware buyer for that firm. Mr. Grosbach took over his new duties Monday of this week.

A. Gilman, china and glassware buyer for C. A. Miller & Co., department store, Stamford, Conn., and George Bogie, china and glassware buyer for R. H. Muir Co., East Orange, N. J., were in the New York market last week.

Simon J. Nealis, formerly buyer for the Gamble-Desmond Co., New Haven, Conn., and well known in the trade, has associated himself with the United Housewares Stores Co., 93 Federal St., Boston, where he has been engaged as manager of this concern.

W. E. Benbow, of the Western China Works, Aurora, Ill., arrived in New York aboard the *Majestic* last Wednesday, after a two months' business trip abroad. He was registered at the Hotel Pennsylvania for a couple of days before leaving for home.

Earl R. Crooks, assistant manager of the Crooksville China Co., Crooksville, O., was a visitor in New York over the past week-end. Mr. Crooks was here to consult with the concern's local agents, John L. Pasmantier & Sons, as well as to look the general situation over with relation to the dinnerware business.

Importers and Traders Banquet

On Tuesday night, April 5, the National Council of American Importers and Traders gathered at the Hotel Astor for their sixth annual banquet.

It was a very delightful affair from every angle—a delectable dinner, good music and interesting speakers.

A fine musical program was furnished by the Cliquot

(Continued on page 38)



WHAT THE POTTERIES ARE DOING



$2,000,000 Expenditure Sets Pottery District Record

BY the expenditure of between $1,500,000 and $2,000,000 in new pottery construction in this district this year, a new high record of factory extension has been established for one year in the generalware industry. This program may have a decided effect upon the future of the industry from several angles. And it may be that the last of the extension program has not been announced, for it is currently understood that perhaps another interest in this district may install tunnel kilns later. There is no direct confirmation about other tunnel kilns being built here, yet there is great possibility of such additional expansion being announced soon. The Homer Laughlin China Co. of course took the lead in the expansion program for the district, and this was quickly followed by the announcement of the Edwin M. Knowles China Co. Then followed the statement of the Taylor, Smith & Taylor Co., of its program. With nine new tunnel kilns in operation in this territory, it will not take much figuring upon the part of even the layman to show the proposed increased production of the district. Then it must be also considered that tunnel kilns must be kept in constant operation, and that steady output would follow. With all of these new tunnel kilns in operation, these different plants will as a matter of necessity put on a more intensified campaign for business. Volume will of course be sought. Every possible channel of outlet will be traveled as a matter of fact. That the campaign for business will be more intensified than ever is generally admitted, also that the large producer will be felt more in the field than ever before.

Asher S. Sanger Resigns from Sanger Bros.

During the visit of Mr. Mitchell of Sanger Bros., Dallas, Texas, in the local market late last week, came the announcement that Asher S. Sanger, who has been the head of the Sanger Bros. store at Waco, Texas, has resigned for the purpose of entering business elsewhere. The firm of Sanger Bros. was founded over 50 years ago, and is one of the most progressive department store interests in the south. At Waco, Mr. Sanger is to be succeeded by W. V. Crawford, who has been connected with the house for the last 17 years and who also was president of the Texas Cotton Palace Association for some years.

G. Somers Co. Announces Expansion Program

As a result of the deal whereby Butler Bros. took over the business and stock of McDonald Bros., Minneapolis, Minn., the announcement has been made that a
of the employes of the McDonald house will at
come associated with G. Somers Co., also of Min
A business expansion program has been announce
Somers Co. and this house will go after busine
larger scale because many of the McDonald Bros
ing men have been taken over.

George T. Bratt, who is now dividing his time
the home office and on the road for the Edwin M.
China Co., left for a six weeks trip through the
west last Saturday night, and opened at Detroit
Monday. The territory formerly traveled by M
has been divided, one section now being trav
Charles Young, who has been traveling the south
ritory. Actual construction work on the factory
sions recently announced by this company began la
day morning. Two bisque kilns are being razed
room for a tunnel bisque kiln which is to be erect
and when this is finished work on the tunnel g
will begin. The capacity of the Newell plant of
with that of the Chester plant will be increased
to 30 kilns. The tunnel kiln improvement, howe
not be completed in its entirety until probably fa
output of the Chester plant of this firm is not th
est in its history, a full time schedule being ma

George Hebig Visits Pottery Distri

George Hebig, dinnerware buyer for Butler Br
attached to the New York office, has been spendi
days in the district. Mr. Hebig is now buying
mestic and import dinnerware, the two departme
consolidated, while the glassware buying is in ch
others.

Charles J. Knowles Off On Trip

Charles J. Knowles, western salesman for the I
Taylor & Knowles Co., has left for a trip over
tory opening at Chicago, Ill., this week.

Alleged Dresden Owes Patrick McN $74,167.56

In answer and cross petition filed by Patrick M
one of the defendants in an action filed in comm
court recently by the Potters Savings & Loan Co
the Dresden Pottery Co., it is related that the latt
pany is indebted to Mr. McNicol the sum of $7
as the unpaid balance on a loan of $82,000 advan
5th, 1926, and which is secured by a mortgage

tracts of land owned by the defendant company. ss petition declares that the lein held by Mr. Mc- the only charge against the company other than a e held by the Potters Savings & Loan Co. The asked to issue an order of sale for the purpose ng the judgment. Mr. McNicol is in charge of perty, and has been since he retired from the d Pottery Co. of East Liverpool last year.

& K. Co. Factories Working Full Time

ations at the plant of the Knowles, Taylor & s Co. are declared to be the best of the year, in four factories controlled by this interest are work- a full time schedule. The bulk of production, , is on ivory body. Only one plant is now pro- whiteware. "We are quite satisfied with the pres- ness situation," suggested John B. McDonald, in f sales. "Mail business is increasing and volume is quite healthy. We're going full time in all ents."

ders Reported in Increased Demand

ugh dinnerware producers experienced a slight lull emand for border patterns recently, spray treat- aving been in more active request, there is quite ase reported now for borders. The higher priced are declared to be in very good movement, but t be said that there is any decline in the sale of eatments. Department store buyers are showing erest in border patterns than for some months, hy of the higher priced patterns are in excellent Decorated specialty sets are also in good move- ch as the bridge sets, luncheon sets and similar ions. These of course are all decorated. Some turers also report a rather active demand for ure, and carlot loadings of this class of merchan- not infrequent. Semi-porcelain hotelware busi- eing booked in a nominal way, there being a de- he usual active way on account of the production and restaurant china, the latter line supplanting er in many instances.

e China Doing Extensive Decalcomania Decorating

layer China Co., Beaver Falls, Pa., has entered ly into the decalcomania decorations on its hotel d restaurant ware this season, it has been an- by Arthur E. Mayer, president of this corpora- eretofore this interest has been slightly handi- not being able to offer the trade a varied line of ania. This season, however, the Mayer China fering a very full and beautiful line of under- alcomania decorations, and since the first sam- e shown the line has had most encouraging re- rather heavy volume of business on this line has been booked for the current year, and in the f Mr. Mayer, this will be the leading line this ith this factory. "Business prospects for the current year look very good," Mr. Mayer suggested, "and we are pushing our plant at this time to its utmost capacity and with a large volume of futures on file."

Take advantage of the sales possibilities of Color

COLOR presents a problem, ranking in importance with the cost of manufacturing a product. An increase of sales through color is no longer an uncertainty, provided good judgment is used in selecting the colors and the raw materials needed to produce the color. *R & H* colors and chemicals used in coloring have proven a dependable source of supply offering materials of high quality and uniformity.

SEND FOR COLOR CHART

R&H

REG. U.S. PAT. OFF.

CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York

"America's Leading Ceramic Material House"

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

Potteries Doing Fair Repeat Business

A rather fair volume of repeat business has been received by potteries here during the last few weeks, this business following the placing on sale locally of merchandise ordered during the January market season. Quite a number of these orders specify larger volume than was underwritten during January, which indicates the lines sold well at retail soon after being placed on display.

William J. Mackey, in charge of sales for the Smith, Phillips China Co., is spending several weeks on the road, covering his usual territory.

Swiss Navy Joke Vanishing as This All-Fools' Day Dawns

April Fools' Day found the world in danger of losing its joke about the Swiss navy.

Ships sail from Switzerland to the sea since the Rhine has been opened for navigation as far as Basle, and the Swiss mercantile marine will be a prominent feature of the Swiss Industries Fair, which opened here Friday.

Many shipping firms which send merchandise by European canal, river and ocean clear to the United States have opened offices here.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Louie Glass Extensions Will Double Outfit

EXTENSIONS now being made at the plant of the Louie Glass Co., Weston, W. Va., will when completed, result in the doubling the capacity of the factory, it was announced this week by General Manager Louis Wohinc. Probably two months will be required to finish the extension program. Since this factory began operations about a year ago steady production schedules have been maintained, and the plan to increase the production of the factory was the direct result of the heavy volume now in steady receipt. One piece of business recently booked by this concern is valued at $200,000, this being in addition to the general volume of orders on file for both immediate and future shipping.

Tygart Starts Production At New Factory

Production has been started at the new factory of the Tygart Valley Glass Co., Washington, Pa., which is occupying the former plant of the Pittsburgh Sheet Glass Co. The company was formerly located at Grafton, W. Va., and suffered a fire loss a year ago. Efforts to have the company continue in business at Grafton failed, and negotiations were then opened for the removal of the business to Washington.

Davison-Paxon Co. Store Opens in Atlanta

Southern representatives of glass factories here have advised home offices that the new store of the Davison-Paxon Co. has been opened at Atlanta, Ga., and that the establishment is one of the most complete of its character in all southland. The store is a subsidiary of R. H. Macy Co., New York. The ground floor has twenty-five display windows, and over 400,000 square feet of selling space is available on six floors. The new store, so reports say, is showing over $1,000,000 worth of merchandise.

Acme Glass Co. to Build New Factory

Announcement has been received here that the Acme Glass Co., Olean, N. Y., has plans prepared for the erection of a new factory, upon which construction will begin within a few weeks. This company is controlled by the Eastern Glass Co., New York. The production of the new plant will be confined to a general line of containers and packers goods.

Root Glass Co. Issues Mortgage Bo

The Root Glass Co., Terre Haute, Ind., has an the issue of $1,000,000 first (closed) mortgage six serial bonds, the proceeds of which are to be u business extensions. This company is one of th producers of packers goods in both plain and colore

Hazel-Atlas Has Extensive Operati

While the layman may not know of the extensiv tions of the Hazel-Atlas Glass Co., Washington, company has in operation three plants there em upward of 5,000 people. This it is related, is the number of people employed by any one industry Washington, Pa., district.

"Normandy" Proves One of Bonita's

The new "Normandy" line of the Bonita A Co., Huntington, W. Va., is declared to have bee the most popular lines ever presented by this de interest. The best blanks obtainable are used line is of rock gold with bands of gold. This was first placed before the trade in January, been in steady request ever since.

Flint Glass Business Shows Improver

As the season advances, general business with glass manufacturers shows a steady but nominal i ment, according to views expressed this week by sales managers. Stemware lines are said to be good movement, while colored glassware continu as active as ever. The bulk of the new colored gl featured during the January market here have s and many repeat orders have been received by ducers. This is especially true concerning the lin ored glass plates. Several factories producing glass have featured bridge and luncheon sets, both engraved and decorated form, and these have ha factory sale throughout the season. Favorable so retail distributors here say, will bring out a lo business which is bound to come within the next six weeks. Reports from other parts of the cou dicate that wet weather has also retarded real acti buying of glassware, although department sales this year are in advance, so far as volume is co over the record of the same period last year. In coal fields there is expected to be some retai trade, this due to the present strike situation. Th tion will be felt in parts of Ohio, Indiana, Illi

lvania. Some non-union mines in West Virginia osed also on account of the strike of the union s, and there will be a decline in trade in those par- districts. From other parts of the country, how- avorable business reports are being received from en and factory representatives at factory offices.

irant Plans Thirty Additional Stores

ouncement was made in the trade here early in the hat the W. T. Grant Co., New York, operating a of 5-cent to $1 stores plans to open 30 additional this season. The syndicate now controls 118 stores, is will soon be increased to 150. The report re- here followed a meeting held a few days ago at Buf- N. Y., of operating executives, district superin- ts and branch store managers.

ceph Horne Building Large Warehouse

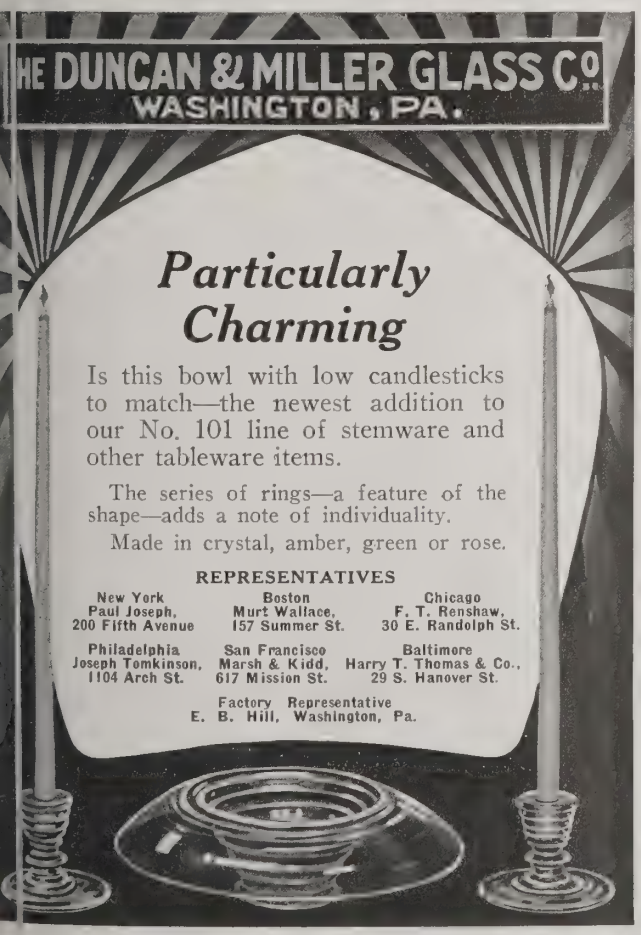
th cost of $2,000,000 the Joseph Horne Co., Pitts- has started the erection of a large warehouse, which ver a site containing 46,000 square feet and when ted will give the company over 400,000 square feet age space. The plant will be about the largest of racter in the Pittsburgh district.

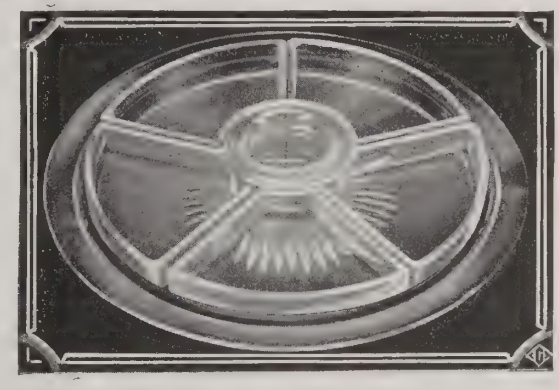
Carl G. Loeber Resigns From Broadway Store

After many years as sales promotion manager and also other years of service as merchandise manager, Carl G. Loeber has resigned his connection with the Broadway Department Store, Los Angeles, Calif., according to reports just received here. Mr. Loeber was formerly associated with Ed. Schuster & Co., Milwaukee, Wis., before going to Los Angeles. He proposes to enter the agency business at Los Angeles.

Wren and Denton Stores Consolidate

The Edward Wren Co. and the E. C. Denton & Co., Springfield, O., the two largest department stores there have been consolidated under the name of the Denton-Wren Co., with a capital stock of $2,000,000 it is reported here. The merger was announced following a meeting of those financially interested held at Cincinnati, O. Annual sales of the two stores go close to $6,000,000, and the china and glass department of the Wren store was the largest in that part of Ohio, even exceeding in variety some similar departments in the Cincinnati and Columbus stores. The Denton stores at Cincinnati, and also those at Asheville, N. C., are included in the merger, and also the Jonap store at Cincinnati. The merger therefore, included six stores. E. C. Denton will be the head of the new company. General business headquarters of the new company will be maintained at Cincinnati.





No. 1820—5 part Relish With Cocktail Center

Westmoreland Glass Co.
Grapeville, Pa.
Manufacturers of
High Grade Glassware, Plain Cut and Decorated
For Gift Shops, Florists and Table Use

Representatives

NEW YORK
H. C. Gray Co., 200 Fifth Avenue
BOSTON
H. P. & H. F. Hunt, 41 Pearl Street
Traveling Representatives
R. B. Reineck, 1422 E. Marquette Road
CHICAGO
R. A. Keel
EAST LIVERPOOL
PHILADELPHIA
Fred Stott, 1007 Filbert Street
SAN FRANCISCO
Himmelstern Bros., 718 Mission Street
LOS ANGELES
Himmelstern Bros., 643 S. Olive St.
SEATTLE, WASH.
Himmelstern Bros., Terminal Sales Bldg.

What's New in New York Showroom

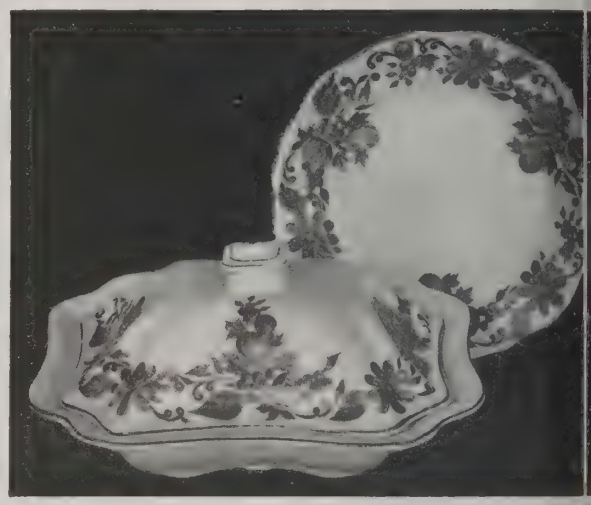
Royal Brierley Glass An Attraction At Davison Showrooms

Quite in keeping with the quality of their other importations is the line of Royal Brierley glassware from the factory of Stevens and Williams, Ltd., Brierley Hill, England, which John Davison, Inc., American agents for the line are featuring at their display rooms, 14 Barclay St. Here may be viewed a wide and varied assortment in stemware as well as a host of other items. In saying that the exhibit is most imposing is putting it mildly. The accompanying illustration serves in some degree to give an idea how attractive this stemware is. Rock crystal cuttings are shown in some lovely designs and where one's taste calls for color there are some lovely combinations to pick from. For instance, there are a number shown with green, ruby and amber bowls combined with a crystal foot and stem that are most fetching. These may be had in any number of shapes and decorations and, of course, the same can be said for their all crystal line. In addition to stemware they also have some decorative pieces in cased glass such as bowls, flower holders, vases, etc., in a variety of colors. Amber, green, purple and ruby are numbered among the hues. The decorations are quite equal in every way to the color selection. A lovely grape cluster, vine and leaf is one of the treatments which certainly calls for favorable comment. In addition to the above there is also a host of such numbers as decanters, plates, etc.



New Steubenville Decors Feature Hays Display

Abe H. Hays, 200 Fifth Ave., New York, representative for the Steubenville Pottery Co., Steubenville, O., is now displaying a number of new treatments on body from this factory. Floral patterns predomin this new array of offerings. Conspicuous among is their No. 179 treatment. This features an Italia of fantastical flowers in harmoniously blended sha yellow, pink, blue and lavender. Delicate green further enhance the attractiveness of this treatment an irregular border line, also in green, adds a deli finishing touch. Distinctly different from this is No. 177. Here they show a pattern of the Czech design which combines flowers and fruit in a brilli ray of bright colors. The well known and tried an Indian Tree pattern offers still another to add to t



versity of the exhibit. Worthy of special mention a the No. 178 design. Here a branch effect in conju with delicate flowers is shown that can be well t "something different." Tomato red is the outsta color used for this decor backed by lavender, but green. Completing this treatment the company has an irregular black border line to excellent adva Each of the above mentioned patterns are of the al type and in being carried out as they are on the ins all the cover dishes these can be made to serve the fold purpose of either being used as an open dis salads, etc., or with the covers for vegetables.

Fenton Iridescent Tangerine Glass Feat Gray Display

One of the prettiest lines imaginable is that pro by the Fenton Art Glass Co., Williamstown, W. V their iridescent Tangerine glass, a splendid sample d of which is to be seen at the salesroom of the Hora Gray Co., 200 Fifth Ave., New York, representativ this factory. This line, which is their latest off is most comprehensive in its range of items and sl Two sizes of vases and three shapes in comports, bo which are finished with dolphin handles, a half l candy jar, also with handles of the same character

d sticks, and bowls of all sizes and descriptions are t few of the pieces included in the exhibit. One item w ch special mention must be made and which is their y ltest addition to this line, is a flower pot and saucer. e des of this item are ribbed and because of this fea- e ie dirt will not show through from the inside. Look- rther one finds the Fenton line of Cameo glass. re wo opposites are utilized to make up a most admir- ffect, for it combines both an opaque and transpar- g ss. The opaque cameo is delightfully blended into ra sparent pinkish amber, the result of which is most the ordinary in every way. Such items as candy s, omports, covered bon bons, vases, as well as a few vl and low candlesticks offered in a diversity of charm- s pes may be seen in this line.

Fostoria's New Orchid Glass

T buyer who visits the New York display room of the t ia Glass Co., 141 Fifth Ave., is due to be very e bly surprised when he views their new line of h glass. A comprehensive assortment of stemware p as well as their plain glass dinnerware line is being w in this lovely color and in saying that it is quite e t is putting it mildly. In dinnerware is presented s ne full and complete range of items as the factory p sented heretofore in other colors, while their stem- e exhibits present a more diversified and excellent g f pieces than they have shown in some time. Here ve used this new Orchid tint most effectively. On n er of items it has been combined with crystal, the l eing in Orchid and the stem and foot in crystal. t ight optic has been featured on the bowl while a st stem gives a finishing touch of utmost grace. In it n to stemware the Fostoria factory is also featur- a omplete showing of footed tumblers to match, while le rated items their No. 80 needle etching on the 5279 p shown in the new Orchid color is a real winner.

wRomney Shape and Treatments Exhibited by Edmiston

In these days one is offered countless varieties of ware t le purposes; but, as in everything, there is a level e ellence which sets the standard." The above is te from a most attractive leaflet gotten out by Hugh E niston, 120 Fifth Ave., American representatives Mson's Ironstone china from the factory of Geo. L. w rth & Bros., Hanley, Stoke-on-Trent, England, and h e few words is explained the popularity and demand th s china. At the showrooms of Mr. Edmiston there o e seen a splendid display of this old Mason ware on which are exhibited fifteen new decorations in both p glaze and white finish on their new Romney p In the production of this Romney shape the fac- s certainly created a splendid offering and one that u consistent with the general character and standard th line. The cover dish is displayed with four tall v feet and the body is rounded like a bowl. The e which is inset is high and peaked, while wide over- g handles and a large square knob add a finishing touch to its distinctive appearance. In decorative ideas their No. C 2427 treatment is a beauty. This is one of their newest and carries out an idea of a large basket of flowers and small dainty sprays. A fancy weaved irregular border is also used. The knobs and handles are finished in clusters of fruit and are also traced in blue as are the four feet.

Hocking Glass Sales Corporation New Showroom

The Hocking Glass Sales Corp., of which George E. Nicholson formerly of the firm of Malone & Nicholson, is treasurer, have just completed all details of moving and are now nicely established in their new offices and display room on the seventh floor of 192-131 Fifth Ave. Mr. Nicholson is to be congratulated upon the splendid appearance the showroom makes for to a great degree his foresight and plans are responsible for the manner in which it has been worked out. The floor has an area of 4500 square feet. As one enters from the elevator there is a mahogany partition and gate which opens on to the main display floor. From this point it is possible to take in the whole room at a single glance. An atmosphere of freshness impresses itself at once and the keynote of the whole excellent scheme is its simplicity. The walls have been finished in a French gray and the ceiling in white. Display shelves about seven feet high are ranged along the walls on either side of the room which are of steel construction. These have four tiers of shelves and an under compartment and are also finished in the same French gray color. Their under compartments are covered by a pleated hanging also in gray. Six large columns run down the center of the room and sixteen large tables have been so placed on the floor in a manner to permit of five aisles. These tables are also in French gray and finished with most attractive inset tops. An abundance of natural light is furnished by means of two enormous three section windows extending across the entire end of the floor overlooking Fifth Ave., while on the Nineteenth St. side are six windows which run the entire depth of the room. The floor is to be finished in a mahogany color and linoleum runners laid down the length of the aisles. An overhead lighting system will also be installed. The general offices are located at the rear right end of the floor. Here a large space has been partitioned off by means of a mahogany rail giving a wealth of space for Mr. Nicholsons assistants, while opening off from the general office is the private office of Mr. Nicholson. This is entirely partitioned off by means of glass and mahogany partitions. At the rear left corner a space has been provided for the exclusive display of samples for the syndicate trade, while a door at the extreme rear of the floor opens into an overflow room where old samples, records, etc., may be stored. A most attractive finishing touch has been added to the whole general layout by aquariums placed at different points around the room each one of which is of a different color glass.

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Chicago Association Elects New Members

FIVE new members were elected at the meeting of the Glass, Pottery, Lamps & Housefurnishing Association of Chicago held on March 31st at Mandel Bros. The new members are "Jack" Kennedy with the Roseville Pottery Co.; Ivan S. Plaut representing Ben S. Loeb; William Bleesing of George H. Bowman Co.; J. A. Jacobsen and D. O. Welty, manufacturers' agents. The membership of the Association now stands at about 125, which is quite an increase over the membership at this time a year ago.

It was announced at the meeting that Martin Simpson had won the membership contest and the prize of a $100 watch. Mr. Simpson brought in more new members during the last six months than anyone else in the organization.

Jerome Power read the reports of the Market Event and the financial status of the Association. These reports were accepted and entered into the minutes of the meeting.

Two death claims had been paid by the Association since the new insurance feature was incorporate the Constitution. One amendment to the Consti which permits the acceptance of new members o years old without the insurance feature was passed meeting.

Fred T. Renshaw, vice-president, prescribed at the ing and the attendance was ten.

The next meeting will be held April 7, when the nating committee will report their selection for o for the ensuing year. The coming meeting will l annual meeting and election of officers, and as the many other matters of importance coming up, a lar tendance is expected.

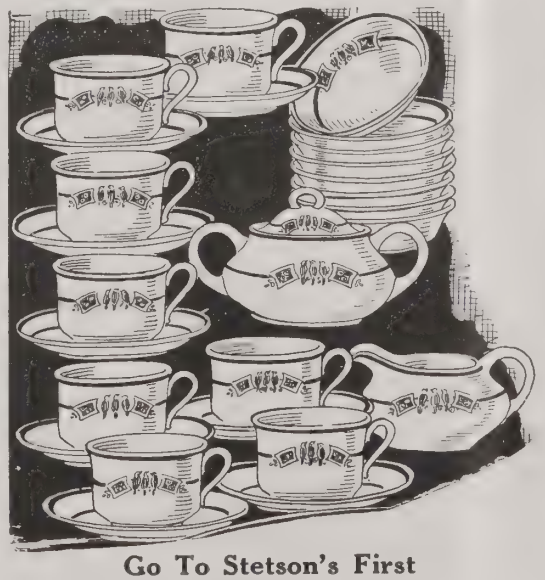
There will be a large and varied representation o at the Chicago Merchandise Fair, to be held Aug to 12 at the Coliseum. The lines will be of particul terest to the buyer of pottery, glass, lamps and l furnishings. A 3,000 attendance mark is usually re at this event, and it has always been most profitabl satisfactory for both exhibitors and buyers. Full mation can be obtained by communicating with the cago Merchandise Fair, 1513 S. Wabash Ave., Ch or 890 Broadway, New York.

A green crackled water set with footed jug and blers made by the Jeannette Glass Co., Jeannette, Pa featured in one of the most successful dollar sale in recent weeks by the Fair, Chicago. This li glassware is represented in Chicago by the E. M. Company, 17 N. Wabash Ave. Local newspapers used for advertisements, and the demand for the set so great that the entire stock was practically cleane on the following day. Many department stores thr out Chicago and territory are using this set most su fully as a dollar special.

A complete display of the line of the Harker P Co., East Liverpool, O., will be made by J. A. Jac factory representative. This line includes an entirel dinnerware shape, brought out recently.

A number of most interesting items, some of whi just out, are on display in the Chicago showroom United States Glass Co., 30 E. Randolph St. Ch these are the iced tea sets, in rose-pink and green. sets are produced in optic and a crackled effect. shape of both jugs and tumblers is exceedingly gra The jugs have a long, slender handle and a close- lid, completely covering the spout, and assuring air- ness to the contents. The colors—rose-pink and are exceedingly delicate and pleasing to the eye.

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THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Better Weather Aids Chicago Trade

March business was better than February in all lines in this territory and prospects are regarded as good for the next few months, although no great increase is to be expected.

Better weather has been an important factor, and in all the amount of business passing compares well with last year. March with the steel industry has about equaled the output for the same month last year, and leaders are confident of April making nearly as good a showing. Prices of finished steel are stronger and operating capacity of the mills is about the same as the previous week's, with shipments from mills exceeding last year's.

Automobile interests are turning out and selling more cars. The Government has given good contracts to the International Harvester Company for machinery necessary to exterminate the corn borer in the corn belt States. Fair buying of pig iron is under way and one furnace has gone in.

Railroad traffic in the West is the largest for March on record, with the immense coal traffic future. But contrary to the usual active buying in the face of a coal strike coal and demand has slumped the past few days, as large users have sixty to ninety days' supplies on hand. Furthermore, there is more unbilled coal on railroads in the Middle West than at any previous time, yet coal cars are failing to supply at times.

Increased consumption of gasoline has come with better weather, while crude oil is weak with production large. Greater activity in building construction and in the issuance of permits continues, with the March permits around record. Building materials are moving faster, and long leaf yellow pine advanced $1 to $1.50 for long dimension. Improved weather brought in more buyers for dry goods and general merchandise, with sales by wholesalers and retailers showing a small increase over previous years, making the aggregate about equal to last year's. Trade by both interest for March reached about the same volume as last year's to a shade less.

The general inclination of buyers, however, is to await immediate needs, which has brought about a change with wholesalers and manufacturers, who have had to adapt themselves to the same methods.

Here Is a Suggestion on Attracting Attention to the Gift Department

It would be good business-boosting proposition for the gift department of the department store to stage a window display in which it tied up some of the articles it carries in stock with illustrations appearing in recent issues of art magazines, household publications and style magazines.

The idea of doing this would, of course, be to emphasize the fact that the department is right up to the minute in style all the time and to also emphasize the fact that it carries all the more desired articles of the better sort.

In carrying out this sort of a display all that the store would need to do would be to secure copies of some of the higher grade publications of the day which feature illustrations of gift articles, and to then clip out these illustrations, paste them neatly on cardboard and show the illustrations in the display window of the store in connection with a showing of the same style of articles as those shown in the illustrations.

Of course, there should be a large placard in the center of the display telling what the whole thing was about and strongly stressing the up-to-dateness and stylishness of the goods featured by the gift department of the store and also emphasizing the fact that the store's prices for the articles are attractive and right.

This sort of a display would be certain to attract a great deal of attention, because pictures of any sort in a display always make people stop and look and the whole proposition would undoubtedly be very effective in attracting more attention to the store and in building more business for the establishment.



HERE IS THE REAL THING
FOR THE HOTEL AND
RESTAURANT SUPPLIER!

Vitrified China Grill Plates

OF

Domestic Manufacture

We are offering for sale the best
vitrified China Compartment plate made in the United States.

10½ Inch Actual Size :-: :-: :-: : 30 lb. Weight to the Dozen

MORRIS SENDAR

291 Bowery, New York

Preparing for Annual Chicago Gift Show

Gift Artwares and Novelties Association Mart Will Be Held at Hotel Stevens August 1 to 6.

"Organized not for profit but for helpful service to its members and their customers." Such a slogan might well be used in describing the motive behind the Gifts Artwares and Novelties Association, the organization sponsoring the Sixth Annual Chicago Gift Show at the Hotel Stevens, August 1 to 6. Not only is this a non-profit association, but it is directed by officers who receive absolutely no recompense whatever for their services.

"The sole purpose of this Association," Ralph B. Kraetsch, secretary-treasurer of W. C. Owen, Inc., Publicity Chairman, tells us, "is to bring the nation's exhibitors and buyers together under favorable conditions at a central location and in a spirit of mutual helpfulness."

That this policy has been highly successful is evidenced by the interest being shown by exhibitors and buyers alike in the forthcoming Gift Show. A large number of exhibitors already have placed orders for showroom space, and the number of buyers in attendance will, in all probability, greatly exceed those attending last year.

"The exhibitor benefits by having thousands of prospective purchasers inspect the goods he has to sell," Mr. Kraetsch said, "and the buyer benefits by being able to come to one place, compare competi lines, see the latest giftwares and novelties, and m his purchases conveniently, economically, and the minimum expenditure of time."

"Moreover, buyers from different sections of country meet here and exchange helpful ideas a window and counter displays, methods of selling, other problems peculiar to gift shops and gift partments."

Three floors in the world's largest hotel wil required to house the exhibits at this Sixth An Chicago Gift Show August 1 to 6. Plan to at now.



NOVELTY
FISH
AQUARIUMS

No. 106 B
Oval Aquarium with
Black Glass Stand
Holds 3 Quarts

Ask for Circular
Showing Full Line
Black Glass Stands a
Iron Stands

GILLINDER & SONS, I
Tacony Philadelph

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.

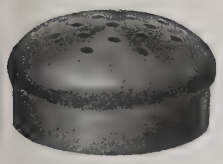


New No. 12

MANUFACTURED BY

COLLINS & WRIGHT, Inc.

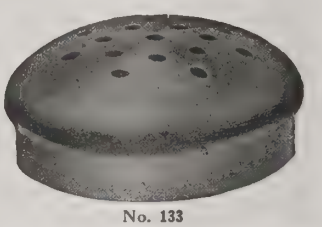
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No. 282-2

WILL NOT TURN BLACK

STRONG



No. 133

EASY TO CLEAN

NO OUTSIDE THREADS TO GATHER DIRT



No. 116

CROOKSVILLE CHINA CO
U. S. A.



H 9M Pattern on the new Hostess Shape

"Satisfied Customers Keep Us Busy"

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PACIFIC COAST
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Los Angeles

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel

CENTRAL WEST

George Sedelmeier
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J. L. Weaver
Roseville, O.

H. L. Anderson
Box 373
Coffeyville, Kansas

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.

State of Trade Reported Fair

Better Weather and Nearer Approach of Easter Helps Wholesale and Retail Trade, Says Bradstreet's

THE return of spring-like weather and the nearer approach of Easter have livened up wholesale and retail trade and outdoor industry, especially building and farming. Advices are, however, generally uniform that buying at wholesale is very conservative, and indications are that the ground lost in wholesale trade in February has not been entirely recovered. Retail trade shows relatively more life than does wholesale business. Effects of the expected soft-coal strike are being discussed rather for their bearing upon general trade in mining areas than because of any marked immediate influence upon the fuel trades themselves. The general feeling as March closed was that business volume is, as a whole, slightly below that of the first quarter of 1926, though not enough to indicate any marked reaction.

The early crop outlook presents several points of difference. The winter-wheat condition is good, and experts agree on nearly a 3-point gain in condition over the winter and a slight gain over a year ago. Conditions in Kansas, Oklahoma and Nebraska are especially good outside of small areas in the first two states. Plenty of moisture is noted in the winter-wheat southwest and the Pacific coast, but rather too much rain for farm work is reported in the south generally, and especially in the middle Mississippi valley. The expectation is that the decrease in cotton area planted will be below last fall's predictions. Fertilizer buying and production is restricted. Wheat prices fell off heavily early in the week, but found export demand at the decline, and have had a rally of half the loss. Hogs sold at the lowest prices in months, but cattle and sheep are up. Grain movement to market is light, owing to the decline in wheat and bad roads in wide areas. Car loadings passed the million mark for the second time in March, but these measures of industrial movement are still warped by coal strike preparations, a sample of this being had in the February returns of a gain of 3.9 per cent in car loadings set over against a gain of only two-thirds of 1 per cent in gross earnings on leading roads.

Reports from leading trades and industries vary somewhat. Iron and steel production is little below that of the peak of a year ago but steel prices are still uneven. Nonferrous metals have generally eased off this week. Soft coal buying has slackened, but prices are no lower. Machine tool buying has not been up to expectations. Electrical material and implements have sold freely but in small lots individually. Automobile sales have improved at retail, but manufacturing is still spotty. Wool has been slightly more active. Lumber has picked up a trifle, mainly on the Pacific coast, and long leaf pine has risen a dollar at Chicago. Millinery has been active, and bathing suit manufacturers are active. Radio sales have slowed down, a good part of this being seasonal. Some North Carolina cotton mills are reported on night and day schedules. Gasoline prices have tended to ease on recent cuts in crude oil.

The Detroit employment barometer shows 26,308 ployed this week, a decrease of 707 from last week an 43,651 from a year ago.

The bituminous coal miners' strike is not taken seric by consumers, who have sixty to ninety days' supplie hand. Estimates of stocks above ground range from 000,000 to 90,000,000 tons. Railroads have unusu large stocks, and non-union mines are producing at a rate. There has been a slump in this trade in the past days, but there has been no decline in prices.

N. Y. China and Glass Sales Surpass 192

Of fifty-one lines of business in New York City porting to *Bradstreet's* this week, twelve were better t twenty-four equal to, and fifteen below a year ago. reported collections better than a year ago, thirty-t equal to a year ago, and seventeen below a year ago. lowing is a summary of lines reporting sales ahead, e to, or below a year ago.

Sales Ahead of Year Ago

Boxes, wooden, mfrs.	Clothiers, men's, ret.
Brick, who. or mfrs.	Dairy prod., who. & jo
Cement, who.	Drugs, who. & job.
Chemicals, mfg.	**Glassware, who. & jo**
Chinaware, who. & job.	Machine tools, mfg.
Cigars, mfg.	Patent medicines, mfg.

Sales Equal to Year Ago

Cotton gds. who. & job.	Jewelry, mfg.
Electrical goods, mfg.	Leather goods, mfg.
Electrical goods, ret.	Millinery, who.
Electrical goods, who.	Pianos, mfg.
Foundries, mfg.	Radio, who. & job.
Fruits & vegetables, com.	Rayons, who. & job.
Groceries, who. & job.	Shoes, men's, mfg.
Hardware, ret.	Shoes, men's, ret.
Hardware, who. & job.	Shoes, women's, mfg.
Hats, men's, mfg.	Shoes, women's, ret.
Hotels	Tailors, custom, men's re
Iron & steel, who. & job.	Tobacco, mfg.

Sales Below Year Ago

Automobiles, ret.	Lumber, who.
Cloaks & suits, women's, mfg.	Millinery, women's, m.
	Silk goods, mfg.
Coal, ret.	Silks, who. & job.
Coal, who. & job.	Suits, men's, mfg.
Dresses, women's, mfg.	Women's clothing, ret
Jewelry, ret.	Woolen goods, who. &
Jewelry, who. & job.	Worsteds, who. & job

Trade in Mid-West Declines Slightly

Business for the first three months this year com re well with that of the same period last year, consid the volume, although there are complaints of sm profits. Buying has been more of a conservative ar acter, with a few important lines showing about the m as last year. Others show a small decrease, ra around 3 to 6 per cent.

(Continued on page 27)

New Designs in Shapes and Patterns Now on View

JOHN DAVISON

INCORPORATED

14 Barclay Street New York

Sole Agents for

THE COALPORT CHINA CO., Ltd.
Highest Grade of English China

F. WINKLE & CO., Ltd.
Earthenware

W. MOORCROFT, Ltd.
Art Pottery

ADDERLEY'S, Ltd.
China and Earthenware

STEVENS & WILLIAMS, Ltd.
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All Makers in the Front Rank of English Productions

Handsome Line of

LAMPS

with Silk and Parchment Shades

THE HOCKING GLASS SALES CORP.

I. J. COLLINS, PRES. GEO. E. NICHOLSON, SECY. & TREAS.

ANNOUNCE THE OPENING

OF THEIR

NEW SALESROOM

129-131 FIFTH AVENUE

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Where May Be Seen the New and Complete Lines from the Following Factories:

HOCKING GLASS CO.
LANCASTER GLASS CO.
STANDARD GLASS CO.
LANCASTER, OHIO

George E. Nicholson :-: :-: :-: *In Charge*



LAMP AQUARIUM
Patent Pending
Number 17106

"MORECROFT"
LAMP-AQUARIUMS

NEW
UNIQUE
PRACTICAL
DECORATIVE

We have just closed our exhibit at the McAlpin Hotel, New York City, where practically every lamp buyer who saw the display bought a line of these distinctive and useful lamps.

This line is manufactured in a variety of shapes and colors with beautiful cut and engraved designs.

A sample assortment will be sent express paid upon request.

IDEAL CUT GLASS CO.
F. L. MORECROFT, *President*
CANASTOTA, NEW YORK

HERE IT IS!

We know you want our individual, economical

Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



STYLE C

We guarantee these bowls as represented.

See Your Jobber or Write for Catalog

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"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, In
Publishers
45 East 17th St. New Yor

Trade in Mid-West

(Continued from page 24)

The best showing is in the steel industry, which has ri sed steadily and is holding its gain with operating pa ty in the Chicago district practically up to the limit, an production being about the same as a year ago, d naterially larger than in January and February. ic for finished steel average lower.

The coal strike and the idleness of about 150,000 min- s not been the disturbing element that it usually is, la ge consumers in all lines have sixty to ninety days' op on hand and there is more unbilled coal on rail- ad than at any time in the history of similar labor nditions. With prospects of continued activity among n n-union workers, no serious shortage of fuel is con- ipated.

Bi ding operations in the Chicago territory for the mi of March set a new record, and good weather ought enlargement in distribution of building materials th in advance of $1 to $1.50 on long-dimension yellow pine.

Wh interior retailers and consumers buying dry goods d herchandise in a hand-to-mouth way, wholesalers d etailers, while experiencing an increased business in the week, have suffered a moderate recession from t ar. Mail-order sales have fallen off, and combined sa s by the two leading houses for the three months s ar aggregated $111,534,725 as compared with $114,- 7,45 for the same time last year, a decrease of $2,852,- 9, 2.5 per cent.

A od reflection of the decline in business in the last ee months is shown in the decrease in loans and depos- to Chicago banks in their statement of condition on ar 23 and given out in the last few days, although ns and deposits of all kinds are largely in excess of t yr. An increase of about $14,000,000 made in loans th Seventh Federal Reserve Bank for the week, due mo thly and quarterly settlements, with a drop of al- st $13,000,000 in deposits and a loss of about $25,- 0,0 in gold holdings as shown for the week, bringing ra o of reserves down to 75.5 compared with 78.3 per t. he previous week, 68.1 per cent. last year and 75.3 c t. two years ago.

---

ar, Roebuck Sales Up; Montgomery Ward Fall

Wh e the sales of Sears, Roebuck & Co. for March d th first three months this year showed increases over co esponding periods of the year before Montgomery ard & Co. sales showed declines for the same periods. Sal of Sears, Roebuck & Co. for March amounted $2 254,260, compared with $21,996,406 in the like ntl a year ago, an increase of 5.7 per cent. Aggregate es r the first three months were $66,300,802, against 5.0 ,868 in the like period of 1926, a gain of .4 per t.

Juli s Rosenwald, chairman of the company, said that o er ever has been made to me for my holdings of ars Roebuck & Co. stock. As to whether I would en-



See the leading pottery lines in one building— on one buying trip

Out-of-town buyers who come to The Fifth Avenue Building are offered the great convenience of making one buying trip suffice for their seasonal requirements. Whether their special line may be art and gift novelties, earthenware, lamps or glassware, they will find many firms displaying their needs here.

You are ten minutes by subway from the Pennsylvania Station, thirteen minutes from Grand Central. A subway entrance is in the building. Surface lines and busses pass the door. Two elevated lines are but two blocks away. The theatrical and leading hotel district lies within walking distance.

The FIFTH AVENUE BUILDING
Broadway and Fifth Avenue,
at Madison Square, New York
"More than an office building"

tertain any offers, all I can say is that now would be a bad time because prospects for Sears business were never brighter." Asked if this meant the price would have to be pretty high to tempt him, he replied: "It is not so much the question of the price being high. The bidder would have to be more optimistic than I am on the business, and I don't think there is such a man."

Sales of Montgomery Ward & Co. for March amounted to $17,892,739, compared with $18,265,921 in the like month last year, a decline of 2 per cent. Aggregate sales for the first three months were $45,233,923, against $48,377,587 in the corresponding period last year, a decline of 6.5 per cent.

Wholesale and Retail Trade

Percentage changes in dollar sales by department stores, monthly, from September, 1926, to February, 1927, as compared with the corresponding months the year before, are shown by districts in the following revised table compiled from reports of the Federal Reserve Board:

	Increase from						*Jan. 1 to*
	Sept.,	*Oct.,*	*Nov.,*	*Dec.,*	*Feb.,*	*Jan.,*	*Feb.,*
Dist.	1925	1925	1925	1925	1926	1926	28,'26
Boston	3.0	*2.3	8.8	3.9	5.2	2.0	3.5
New York	6.4	*4.6	6.7	4.3	1.9	2.8	2.4
Philadelphia	4.6	*2.9	3.0	3.7	*.8	*4.7	*2.7
Cleveland	6.9	*5.2	9.9	2.3	.4	*.8	*.2
Richmond	3.4	*4.0	6.3	1.8	.3	*3.2	*1.2
Atlanta	5.7	*8.3	5.6	.6	1.2	*1.4	* .1
Chicago	11.4	*2.1	9.3	2.6	4.6	*3.3	.1
St. Louis	6.4	*9.1	8.2	*2.8	*2.4	*6.4	*4.4
Minneapolis	2.0	*17.0	*2.0	*6.0	3.0	*3.0	1.0
Kansas City	3.8	*10.1	8.6	2.5	4.4	2.8	..
Dallas	7.3	*3.9	10.8	2.0	*5.8	*5.0	*6.0
San Francisco	10.4	*.4	4.8	7.9	3.2	4.2	3.7
U. S.	6.6	*5.0	7.1	2.5	1.7	*.9	.2

*Decrease.

Changes in the value of certain lines of wholesale trade, as compiled by the Federal Reserve Board, are shown in the following table, the average monthly value in 1919 being taken as 100:

Average 1925	84	75	92	58	*103	114	84
Average 1926	83	79	87	63	102	118	84
1926	*Gro.*	*Meat.*	*D.Gds.*	*Shoes*	*Hdwe*	*Drugs*	*Total*
January	77	79	79	43	86	111	78
February	71	75	85	50	87	110	76
March	81	75	93	73	106	133	85
April	79	76	77	59	103	123	80
May	80	81	78	60	108	111	82
June	86	82	77	59	105	116	84
July	84	77	78	52	98	113	82
August	82	81	102	73	98	115	87
September	92	86	113	84	111	124	97
October	91	85	102	76	114	133	94
November	87	76	91	67	104	117	86
December	80	71	71	60	99	110	78
1927							
January	73	77	72	45	80	112	75
February	68	73	79	53	82	104	73

Chain Store Sales Gained in March

Six chain store organizations which reported their sales records for March yesterday showed that there has been a steady increase maintained for each month of this year and that for each of these months there has been an increase from the corresponding month of last year, placing sales for the first quarter of 1927 well ahead of sales during the first quarter of last year. A partial report issued by The Fair of Chicago yesterday also showed sales of February and March combined were 5.51 per greater than the same months of 1926.

The F. W. Woolworth Company reports March amounting to $19,601,553, against $18,308,350 in M 1926, an increase of 7.06 per cent; against $17,37 in February, 1927, an increase of 12.79 per cent. against $16,114,417 in January, 1927, an increase of per cent.

Sales for the first quarter amounted to $53,09 against $48,948,936, an increase of 8.47 per cent. old stores contributed $647,405, or 3.54 per cent. o gain in March alone, and $2,578,666, or 5.28 per ce the gain in the entire quarter.

President Hubert T. Parson expressed particular ture with the results of March, as the gain was made though last March included practically all of the E business, the second largest seasonal period of the

"This year we get Easter in the middle of April," Parson said, "and have five Saturdays in the mont we can look forward to a fine gain for April. Our four months' business will be the largest we have ever Further, the operating ratio is being lowered, which should mean a better margin of profits.

"As to general business, I see no change in the tion. All our districts showed increases except Flo where business is smaller due to lower real estate Along about July Florida business will begin to gain 1926. The farming districts have had big retail mer dising, as weather conditions, particularly in the N west, favor crops.

"We are getting set to start business in German have leased seven locations, the first to be opened in Our staff there has been trained in our American and the members speak the language, so they form a nucleus for managing the business. We will pro

(Continued on page 35)

The Krockery Kuestion Box

1—On what island is the best-known Venet glass made?

2—Where was the first glass made in this countr

3—What was the date?

4—To what is the word pottery applied?

5—Into what five groups may the materials us in the manufacture of pottery be divided?

6—What well-known American Glass importer w recently decorated by the King of Sweden?

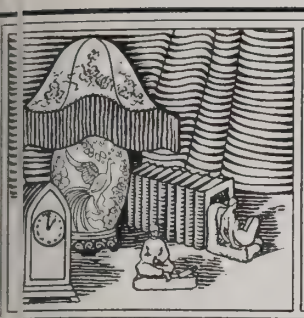
7—Where is the center of the crockery and gla district in New York?

8—Who is the present president of the Potte Glass and Brass Salesmen's Association?

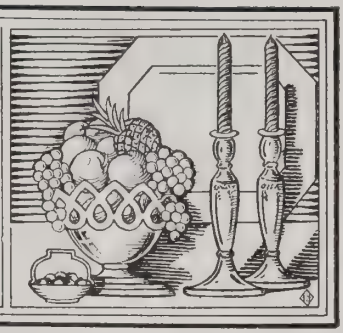
9—Which is the oldest crockery and glass public tion in the field?

10—With what country is Delft ware associated?

Answers to these questions will be found on pa 35.



EVERY DAY A GIFT DAY



EVERY truly artistic painting has its high light, and as Charles Dickens has gracefully put it, "There are shades in all good pictures, but there are lights odif we choose to contemplate them." This means that hter shade of color, or mostly a brush of white, is se to give the bright spot of the picture, which so atras the eye and holds the artistic sense of the painting. Th far seeing mistress of the progressive gift shop realze how much beautiful lamps add to the success and inerr beauty of her shop, and will see to it that a goodly nuber are employed, not only as decorative luminators utto emphasize the attractiveness of the smaller items, rilging them conspicuously to the foreground by the enicig tones of light which are cast about the room through he: light sparks. A variety of well chosen and effective ans with their beautiful silk or parchment shades give heshop that dress and decorative element that entices the passerby and often results in consummating sales. If one chooses to visit the present day gift shop, it will be seen that lamps have become a predominating feature. In one of the uptown New York City shops, there is an entire window devoted almost exclusively to lamps, with the smaller gifts placed attractively beneath them. Formerly Gift Shops dealt only in the smaller type of lamp; boudoir, vanity and perfume, but now it is quite apparent that the larger lamp; table, floor and bridge, is as salable as their smaller neighbors. For bridal, birthday or shower gifts, an unique luminator brings as much joy to the recipient as a more costly remembrance, as there always can be found a place for an attractive lamp. The vogue for employing many lamps in one room, has brought every type of lamp to the Home Beautiful for useful and decorative purposes. If it must be lamps, let these be the "High Light" of your Gift Shop.



Lamps Have a Real Place in the John Wanamaker "For-Get-Me-Not" Gift Shop

Gift Table Echoes

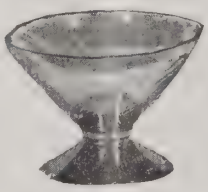
Spring and Easter Season Bring Entrancing Items to Stores' Display

By Beatrice Miller Wisner

Captivating Spicer Glass

There is little introduction needed for Spicer lustre glass, represented by Howard G. Selden, 225 Fifth Ave., New York, as this fine glass is so well known that favorable comment is only reiteration. However, it is pleasurable to rehearse some of the outstanding features of this noteworthy glass. Its substantiality and beautiful clear colors with the large variety of numbers and modest price has established its value and popular favor with Gift Shops. For the dresser and vanity table there are the lovely sets or individual pieces; cologne, bottles, powder boxes, etc., and the other objects; candlesticks, console sets, vases, stemware, bowls and many engaging new numbers are likewise unusual in color and shape. The two pieces, illustrating spiral optic, will give an idea of some of the unique shapes which come in the fine Spicer colors; amber amethyst, blue and rainbow. The variety of shapes and colors are so attractive, that whimsical fancy can be gratified by the large assortment resplendent in their truthful color tones.





Italian Jugs of Rare Charm

Beautiful is the jug illustrated from Simondetti & Co., 12 West 21st St., New York, is one of Mr. Simondetti's own designs, and those who know Mr. Simondetti will appreciate the art feeling that is shown in the modeling and decoration which so willingly betrays his innate artistic temperament and love of beauty. The fine coloring in subdued browns and greens and antique finish are noticeably attractive, while the graceful shape is a creditable





achievement in fine modeling. The other piece, pictured, a reproduction of an old pharmacy jar, is another delightful example of Italian ware, in antique finish. Both these unusual jugs can be converted into lamps, and with a decorative parchment shade form a most engaging ... Many new vases, lamps and odd Italian pieces are to be found in the company's attractive showrooms, for the ... and lamp trade.

Lovely Boudoir Lamp



Dainty and original is ... French style boudoir la... illustrated, from Dresh... Andrews, Inc., 32 E... 30th St., New York. ... effective little lamp ha... brass candlestick base w... a six inch Empire h... plaited georgette shade. ... well balanced ruffle at ... and bottom gives just ... necessary finish. ... French rosebud trimmin... an artistic addition, refl... ing Parisian style in its ... tail and coloring. The sh... is lined with Japanese ... and it may be had in ... color or combinations ... latest tones.

Colorful Czecho Ware for Summer Use

The most appetizing dainty or refreshment loses a ... of its appeal when offered from an unattractive serv... The enticing refreshment set from the Czecho Peas... Art Co., Inc., 8-10 West 19th St., New York, bri... a most colorful combination, pitcher and mugs, from ... hands of Czecho artists. For summer porch or sun-pa... they are decidedly useful and ornamental giving a bri... note of color to the outdoor room. All the ware fr...



the Czecho Peasant Art Co. is executed in the colony ... Letovice, Czechoslovakia, by the peasants who work un... the directorship of Joseph Mrazek, the artist who c...

eil s the beautiful and colorful decorations and designs. Th company's trade mark with the name Joseph Mrazek, s mped on every item, which signifies that the decora- io is the artist's first hand conception. Many new ob- ec ; lamp shades and odd pieces are shown at the com- at 's artistic showrooms.

Unusually Artistic Luminators

he beauty of Italian art has long been the inspiration nduplift of countless students of the Fine Arts, and the rtic new objects lately imported from the sunny shores of Italy by Ferdinand Bing & Co.'s Successors, 67-69 Irving Place, New York, will bring a new joy to lovers of fine European wares. The beautiful Italian marble luminator, pictured here, is one of numerous others now on view at the company's show-



oms. This represents a girlish figure gracefully rest- ngon a large shell, the light which is underneath the h shines through the marble diffusing a soft fascinat- ng glow. The intrinsic value of the statue lies in its e ect sculpture and delightful subject, irresistible in its o iness. Some of the other fanciful and unique stat- e represent various attitudes of surprising grace. One f ne pieces shows three cupids gazing down into a font, h water represented in green color is realistic in its ap- e giving a beautiful effect from the light beneath. This i e rests upon a heavy marble base. Another very com- e ng model is a "Snake Charmer," seated upon a rich u in oriental colors, the marble has been colored to de- i a bright hued rug. This piece has bronze ornamenta- i s, the turban and snake, which makes the whole still n e engaging and unique. The variety of subjects of h e ornate luminators, betray the artist's diversified k in fine modeling, proportion and the graceful poses n grouping of the figures.

Build Business with an "Exclusive Day"

Something rather novel and interesting which would e ure to help the gift department of the jewelry store n uilding more business would be for the department o ut on an "Exclusive Day."

n this day the department could offer some goods for

(Continued on page 38)

MADE IN LETOVICE, CZECHOSLOVAKIA

100 Per Cent Original

Czechoslovak Pottery

and

Parchment Lamp Shades



All of our decorations are copyrighted and will bear our registered trade mark

PEASANT ART INDUSTRY Mrazek MADE IN CZECHOSLOVAKIA

and the name of Joseph Mrazek as a guarantee of the authenticity of our design.

Czecho Peasant Art Co., Inc.

8-10 WEST 19th ST. NEW YORK CITY

CHICAGO
Chicago Gift Market
Hotel Sherman
Room 1422

PITTSBURGH
Geo. R. West
Wm. Penn Hotel
Room 415





An Artificial Flower Assortment that is Par Excellent.

Waterproof flowers in a range and assortment to suit every need and taste. Our prices are most attractive.

New Spring catalogue on request

Taiyo Trading Co., Inc.

IMPORTERS OF

Japanese Goods

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NEW YORK
Tel. Stuyvesant 3823

327 W. MADISON STREET
CHICAGO
Tel. Main 4156

NOTE—*Our New England Rep.:* N. MASUDA CO., 99 Bedford St., Boston.

SELDEN SELECTIONS

BYBEE POTTERY CO.
Hand made in the Foothills of the Cumberlands
SPICER STUDIO
Individual Shapes in Blown Glassware
TALAVERA IMPORTING CO.
Mexican Glass
G. H. BARREL & CO.
Morocco Pottery and Leather
BRADLEY STUDIO
Daintily Decorated Novelties of a Thousand Uses
CALIFORNIA FAIENCE CO.
Distinctive Pottery and Tiles
CLEWELL STUDIOS
Bronze Pottery in an Unusual Treatment
PETER PERAZZO
Alabaster, Italian Majolica and Peasant Ware
COWAN POTTERY STUDIOS
Graceful Pottery and Exceptional Shapes
SELDEN GLASS
Catalonian and Lalique Reproductions
KAY & ELLINGER
Austrian Pottery, and Imported Candles

A Rare Combination

Superiority of workmanship, originality, grace of design and extraordinarily low prices are all most effectively blended in the varied range of Selden Selections.

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK

FANCY CHINA
FROM
THE WINTERLING FACTORIES

Our new assortment in Salads, Berry Sets, Cake Plates, Cake Sets, Sugars and Creams, Tea Sets, Cups and Saucers, Etc., show a fortunate combination of new striking decorations and attractive shapes. They spell quick turn-over and profit.

HEINRICH & WINTERLING, INC.
Sole Agents for Heinrich Dinnerware & Winterling Fancy China
ENTIRE FIFTH FLOOR—49-51 WEST 23RD STREET, NEW YORK CITY

A Superior
IVORY
BODY

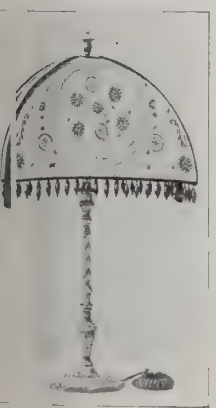
NEW
PATTERNS



Representatives
D. King Irwin, 200 Fifth Ave., New York City
F. A. Miner, 116 W. High Terrace, Rochester, N. Y.
E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE. O.

"You Can't Argue Against Conviction"

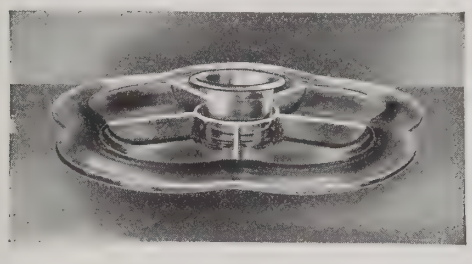


If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the LAMP BUYERS' JOURNAL is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

LAMP BUYERS' JOURNAL
312 S. Clark St.
Chicago Ill.

The Shield of a Great Name Protects the Buyer



No. 8856
CLOVER-LEAF

Among recent productions are two novel and extremely attractive

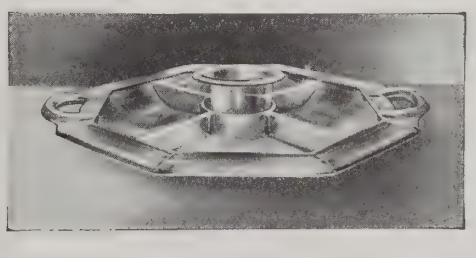
RELISH SETS

which are useful adjuncts to the service of either the formal dinner or the occasional repast, such as a luncheon or tea. Hand-finished, fire-polished transparent or satined glass.

CRYSTAL AMBER
ROSE-PINK GREEN

These numbers have moulded compartments, without individual small trays, and a removable cup is provided for the center of each service tray.

UNITED STATES GLASS CO.
PITTSBURGH, PA.



No. 8857
OCTAGON

Eighteen Sales Offices in Large Cities

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

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Albright China Co.

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Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

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9 Kilns

TRADE CARROLLTON H MARK CHINA

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMANN
West

ROY E. HENDERSON
President

Situation of Venetian Glass Industry

Venetian glass manufacturers and dealers had a fa successful year in 1926. There was less retail busir but the wholesale trade, declares Consul James B. Yo in *Commerce Reports*, much of which was with the Un States was quite profitable. Raw materials were ex sive as most prices were increased by about 10 per Foreign competition was less noticeable.

The labor situation is acute and highly skilled l expensive. Master glass blowers have had to be t in with firms in most cases by permitting them to b share of stock so that most of the Venetian glass facto are now operating on a cooperative profit-sharing p each master laborer owning at least a share of stock sharing at the end of the year in the division of net p its, in addition to getting a weekly salary.

The glass industry and trade in Venice were not rectly affected by the British coal strike, as wood is i in producing Venetian glass. The restricted credit sit tion also failed to affect the glass industry.

One of the recent developments of the Venetian g industry is the growth of the manufacture of ne glass, that is, laboratory glass such as test tubes, beak phials, and retorts. This fine thin glass is now prod by machinery in large quantities at Murano. This pro is said to equal that of Jena in most respects and is ship to Germany in considerable quantities.

The glass bead industry in Venice (at Murano) a fair year in 1926, it having been handicapped by British coal strike, as coal is used in the manufactur glass beads as distinguished from Venetian glassw

Swedish Art Glassware Creating Interes

Art glassware from the well-known Swedish g works, Orrefors, has during the past two or three y attracted much interest in world markets on account its beauty and fine quality, reports Assistant Trade C missioner Emil Kekich, Stockholm. The Orrefors g industry has developed rapidly since 1898 from a sm and comparatively unknown plant into a concern with international reputation. In 1916 the first samples of glassware produced by the factory were shown at an e bition of the Swedish Art and Handicraft Associat Since 1920 the Orrefors products have been shown w good results at different exhibitions, these products tracting their greatest amount of attention at the P exhibition in 1925. The very favorable results ga are not only a credit to the artists of the Orrefors pl but also to the skilled staff of workers and engravers ployed by the company. In 1917 only two engravers w employed, but the present number of 50 is not sufficie large to take care of the demand for this type of gl ware. During the past year the so-called Gral glass veloped into an Orrefors specialty.

Another large glass factory in Sweden is the K Works owned by the Svenska Kristallglasbruken Ak

is also making art glassware of high quality. The tition between these two large glass works, Kosta Orrefors, will without doubt serve to bring about ner and more artistic Swedish glass products in the

Czechoslovakian Glass Holding Own

Gablonz small-glass industry in Czechoslovakia, ily an export industry, satisfactorily held its for- narkets during 1926, according to the annual report local export association, reports Commercial At- Elbert Baldwin, Prague, in *Commerce Reports.*

erse factors were the higher import duties into Ger- the strike in Great Britain, and the depreciation of ench franc, which affected in particular the crystal ne bottle-glass departments. The production of lier glass suffered from the increasing uses of the ve cut and polished product with a consequent r demand for the relatively expensive hand-cut prod- On the other hand, glass jewelry was favored by ctory orders from North and South America, in ilar for earrings and pendants from Spanish and guese speaking countries, and by a good demand for at decorations. Holiday orders at the close of the ere in fact so great that many could not be filled. ed demand from Germany was noted in this con- h. Trade in wax pearls was lost on continental mar- French and Japanese producers, with whom the z people were unable to compete in quality and Other glass pearls suffered from the fashion for r" (tinsel), but glass beads and rhinestones for 's dresses remained in good demand throughout ar, although at somewhat lower prices. Price re- ns during the course of the year were particularly in bangles and buckles, where efforts to check the by cartelization were made. This move proved s, however, as the good demand early in the year to hold up later in the season and gave place to duction.

Chain Store Sales Gain

(Continued from page 28)

ght to ten stores running in Germany by the end year.

In England our subsidiary company reports very usiness. It plans to open fifty new stores in the Isles during 1927, giving it a chain of about 290 In the United States we have opened twenty-five ores during the first quarter and have 1,505 oper- fifty additional locations will be opened later this e locations having been leased already, and this may be further increased."

quarter's sales of the McCrory Stores Corporation ed to $7,912,127, as compared with $6,878,304 in 1926, an increase of $1,033,893, or 15 per cent. h sales amounted to $2,860,075, against $2,538,344 ch, 1926, an increase of $321,731, or 12.6 per cent, $2,739,589 in February, 1927, and against $2,- in January, 1927.

Answers to Krockery Kuestions

1—Murano, an island near Venice.
2—Jamestown.
3—1608.
4—To all articles made or formed of baked clay.
5—Clay, China, Stone, Flint, Felspar, Bone and coloring agents.
6—J. H. Venon, head of J. H. Venon, Inc., New York.
7—Twenty-third Street West of Fifth Avenue, including the Fifth Avenue Building.
8—Julius Rosenfeld, head of Lazarus & Rosenfeld, New York.
9—Crockery and Glass Journal.
10—Holland.

The sales of the F. & W. Grand 5-10-25 Cent Stores, Inc., in March amounted to $878,532, against $764,630 in March, 1926, an increase of $113,902, or 14.9 per cent, against $712,220 in February, 1927, and against $657,582 in January, 1927.

The McLellan Stores Company reports March sales amounting to $701,229, against $546,719 in March, 1926, an increase of $154,510, or 28.2 per cent, against $574,049 in February, 1927, and against $545,156 in January, 1927.

Sales for the first quarter of 1927 totaled $1,820,434, against $1,399,741 in the first quarter of 1926, an increase of $420,693, or 30 per cent.

The March sales of the Isaac Silver and Brothers Company amounted to $388,393, against $298,458 in March, 1926, an increase of $89,935, or 30.1 per cent, against $311,008 in February, 1927, and against $280,612 in January, 1927.

Sales for the first quarter amounted to $979,758, against $752,929 in the first quarter of 1926, an increase of $226,829, or 30.1 per cent.

The David Pender Grocery Company reports March sales amounting to $997,584, against $829,201 in March, 1926, an increase of $168,383 or 20.3 per cent, against $892,220 in February, 1927, and against $930,638 in January, 1927. Sales for the first quarter amounted to $2,820,386, against $2,399,579 in the first three months of 1926, an increase of $420,807 or 17.5 per cent.

New Taiyo Catalogue

The Taiyo Trading Co., importers of Japanese wares, 101 Fifth Ave., have just completed a new catalogue of their lines which is now available to those in the trade who may desire a copy. The booklet is sixty-four pages in size and is bound with an attractive heavy yellow paper cover. It contains a foreword and general information page and is most attractively gotten up. The illustrations it contains and detailed information as to the complete Taiyo line makes it a catalogue that will be of valuable assistance to the buyer for ready reference.

New York Imports

March 31st

S. S. Savoia, from Naples, Italy
Hudson Fwdg. & Shpg. Co., 97 cases earthenware
Fourman Bros., 15 cases earthenware
Order, 5 cases earthenware, etc.

From Leghorn, Italy
Vandegrift, F. B., & Co., 8 casks earthenware
Macy, R. H., & Co., 17 cases earthenware

S. S. Ossa, from Casablanca, Morocco
Ohana & DeCordova, 6 barrels pottery

S. S. Carmania, from Liverpool, England
Butler Bros., 5 crates earthenware
Meakin & Ridgway, Inc., 54 packages china and earthenware
Davison, J., Inc., 11 packages earthenware, etc.
Leyland, P. N., Inc., 2 casks earthenware
Plummer, W. H., Co., 5 hogsheads earthenware
Gerlach, F. C., 16 packages earthenware
Maddock & Miller, 81 packages earthenware
Dickinson, E. B., Inc., 27 packages earthenware

S. S. Pennland, from Antwerp, Belgium
Straub, P. A., & Co., 7 cases earthenware, 4 casks earthenware
Koscherak Bros., 6 cases crockery
Continental Ceramics Corp., 46 cases crockery

S. S. Baltic, from Liverpool, England
Spence, C. R., & Co., 2 crates earthenware
Irwin, J. D., & Co., 1 crate earthenware
Bassett, G. F., & Co., 15 crates earthenware, 1 cask earthenware
Byrnes W. J., & Co., 3 crates earthenware
Globe Shpg. Co., 2 crates crockery, 2 cases earthenware
Nathan Straus & Co., 6 cases earthenware
Vogt & Dose, 5 casks earthenware
Pitcairn, W. S., Corp., 66 cases earthenware, china, etc.
Rowland, Marsellus Co., 10 crates earthenware
Sellers C. W., 20 crates earthenware and china
Sendar & Co., 33 crates earthenware
Justin Tharaud, Inc., 7 crates earthenware
Fondeville, A. J., & Co., 4 crates earthenware
Boote, E., 12 cases china and earthenware
Gunthel & Cruveilher, 2 packages china
Leyland, P. N., Inc., 1 cask earthenware, 10 crates earthenware

S. S. Stockholm, from Gothenburg, Sweden
Judson Frt. & Fwdg. Co., 1 case earthenware
Venon, J. H., Inc., 153 cases glassware
Order, 50 cases earthenware

S. S. Carlier, from Antwerp, Belgium
Herbert & Neuwirth Co., 7 casks majolicas
Ovington & Co., 4 casks majolicas
Arl Fwdg. Co., 3 cases majolicas
Amer. Shpg. Co., 19 casks majolicas
Globe Shpg. Co., 3 cases majolicas and glassware

S. S. Conte Rosso, from Genoa, Italy
Serra, L., 3 cases earthenware

S. S. Suffern, from Havre, France
Duparquet, 3 casks chinaware
Amer. Shpg. Co., 3 cases earthenware

April 1st

S. S. Suffern, from Havre, France (Additional)
Bloomingdale Bros., 6 casks earthenware
Haviland & Abbot Co., 1 case porcelain

S. S. Majestic, from Southampton, England
Oppenheimer, A., & Co., 3 cases earthenware, etc.

April 2nd

S. S. Majestic, from Southampton, England (Additional)
Bernard, J. E., & Co., 43 cases earthenware, etc.
Haviland China Co., 60 casks porcelain
Haviland, Theodore, Co., 29 casks porcelain
Guerin Pouyat Elite, Ltd., 27 casks porcelain
Vogt & Dose, 19 casks porcelain
Bassett, Geo. F., & Co., 1 cask porcelain
Bernardaud, L., & Co., 15 casks porcelain

S. S. Westphalia, from Hamburg, Germany
Andrews, D. C., & Co., 12 cases hollow glass
Friedlaender Co., 12 cases glassware, etc.
Gallagher & Ascher, 41 cases toys, etc.
Public National Bank, 31 cases hollow glass
Hoffman, L., & Co., 3 cases enameled hollow ware
Irving Miller & Co., 13 cases earthenware
Rohner, Gehrig & Co., 1 case hollow glass
R. & G. Import Co., 42 cases glassware, crockery, etc.
Byrnes, W. J., & Co., 7 cases earthenware, etc.
Chatham & Phenix National Bank, 9 cases crockery
Central Merc. Bank, 22 cases toys, crockery, etc.
Halperin, L., & Co., 1 case earthenware
Sheldon, G. W., & Co., 7 cases majolica

April 4th

S. S. Westphalia, from Hamburg, Germany
Tomby, B., & Co., 17 casks crockery
Barth, L., & Co., 3 cases crockery
Rosenthal China Corp., 3 cases crockery
Central Merc. Bank, 11 cases hollow glass
Reynolds, Teschner & Volk Co., 3 cases hollow glass
Amer. Shpg. Co., 70 cases earthenware
Guthman, Salomon & Co., 3 cases crockery
Macy, R. H., & Co., 27 cases hollow glass, etc.
Strauss, N., & Sons, 49 cases crockery earthenware, etc.
Basch, S., Import Co., 46 cases crockery
Corbett, M. J., & Co., 4 cases crockery, etc.
Rohner Gehrig & Co., 1 case china
N. Y. Mdse. Co., 34 cases toys, crockery, etc.
Phoenix Shpg. Co., 151 cases toys, crockery, etc.

S. S. France, from Havre, France
Tausig & Pilcer, 1 case porcelain
Market St. Nat'l Bank, 1 case porcelain
Henjes, F., Jr., Co., 7 cases glassware
Macy, R. H., & Co., 7 cases majolicas, etc.

S. S. Nobles, from Naples, Italy
Globe Shpg. Co., 9 cases earthenware
Atl. Fwdg. Co., 7 packages earthenware
Straus, N., & Sons, 70 cases earthenware
Order, 5 cases earthenware

S. S. Berengaria, from Southampton, England
Vandegrift, F. B., & Co., 1 case parchments

April 5th

S. S. Collamer, from St. Nazaire, France
Strawbridge & Clothier, 2 cases china

S. S. Berengaria, from Southampton, England (Additiona
Pitt & Scott, 33 cases china, glassware, etc.
Caldwell, E., & Co., 1 case lamps

S. S. President Roosevelt, from Bremen, Germany
Consmiller, L. A., 10 cases decalcomanias
State Bank of N. Y., 9 cases earthenware
Robinson, H. W., & Co., 22 cases crockery
Vandegrift, F. B., & Co., 12 cases glassware
Field, B. H., & Co., 5 cases crockery
Sellers, C. W., 3 cases decalcomanias
Guthman Salomons & Co., 20 cases crockery

S. S. Muenchen, from Bremen, Germany
Heinrich & Winterling, 13 cases crockery
Field, B. H., & Co., 10 cases crockery
Hutter, K., 32 cases crockery
Borgfeldt, G., & Co., 40 packages toys, crockery, etc.
Foster W. A., & Co., 52 cases crockery, etc.
Amer. Exp. Co., 22 cases toys, china, etc.
State Fwdg. & Shpg. Co., 11 cases earthenware
Sullivan, W. C., & Co., 27 casks china
Phoenix Shpg. Co., 2 cases decalcomanias
National City Bank, 1 case crockery
Sellers, C. W., Inc., 4 cases decalcomanias
Rosenthal China Corp., 3 cases crockery
Corbett, M. J., & Co., 21 cases toys, earthenware, etc.
Wolf, L., & Co., 6 cases toys, china, etc.
Armstrong Shipping Co., 5 cases crockery
Order, 7 cases hollow glass

SPRING IS HERE —

And all over this great land of ours the annual housecleaning event is in order.

Naturally enough Spring suggests new china and glassware to the good housewife.

Are you suggesting your ware to department and gift store buyers all over this great land of ours through the best and oldest medium in its field—the CROCKERY AND GLASS JOURNAL?

A postcard request will bring our rates



Demarest Publications, Inc.

45 East 17th Street :-: :-: New York

Skinner-Hill Co. Has Beautiful New Showroom

By Beatrice Miller Wisner

Foresight, the instrument that has done more for the advancement and progress of business enterprises than any other faculty of the human mind, is strongly evidenced in the late removal of the Skinner-Hill Co., from the Canadian Pacific Building, Madison Ave., to the Sloan Building, 114-120 East 23rd St., New York. This perception has been carried still further by Mr. Skinner, in the splendid arrangement of the firm's exclusive and exclusive lines of rich glassware and fine chinas. The thoughtful placing of the wares in the tremendous space which occupies the entire second floor giving each and every article its rightful place, brings to the eye objects in which he might be interested, in a convenient layout.

Mr. Skinner's private office, and staff offices occupy the front of the space facing 23rd St. As the visitor enters he is amazed at the display which takes up many aisles through the center of the spacious divisions. The section at the front is fully equipped with articles of luxury to the trade; including brass table bells, cigar, cigarette and jewel boxes, trays, candlesticks, gongs, smoker sets, and numerous other gift objects. The next section is devoted to electric fittings; beautiful brass lamps, with exquisite brass shades in hammered and repousé effect, torchieres, and lanterns which are artistically displayed in their overhead special places. Fire place equipment is also featured in this section. At the rear of the room is a very novel and original innovation in showing sconces. These are attached to removable wooden placques, which are made to resemble the old style of cement walls in period coloring and texture. The idea is that the board can be disloged from its hanging position which allows each sconce to be viewed alone away from its companions, thus giving each its full artistic value without the influence of the various others which surround it on the wall. The variety of sconces include types of period style, modeling and finish. The firm is also featuring some very unique wall electric candle brackets in old period style of pewter, which are exact reproductions of the originals found in homes of Revolutionary fame. Some of these show mirror pieces and others are finished in bright or antique. They depict parts of war time implements, canteens, shovels and other designs of ancient lineage and modeling which will undoubtedly prove highly interesting from the standpoint of antiquity and Colonial association. The whole display and arrangement is a worthy demonstration of careful and painstaking work with the added thought of the tired buyer, in its appealing feature of each and every line in individual sections. The glass division showing English and Czechoslovakian glass, the latter in rich ruby red of unusual tone, and other types, Dresden figure lamps and

Rembrant pottery in excellent finish, affords a large area for these distinctive lines. A large wareroom and storeroom occupies a portion of the floor at the extreme rear, giving ample space for the importations. The Skinner-Hill Co. must be congratulated on its taste and original conception in being able to consummate such a comprehensive display of so large an assemblage of merchandise. This move to 23rd St. will be warmly welcomed by the trade, inasmuch, as it adds one more reputable firm to "Importers Row."

Importers and Traders Banquet

(Continued from page 13)

Club Eskimos, whose fame has spread by radio far and wide.

The self-styled "Senator" from Michigan, Edward Ford, was very funny in a half hour of amusing stories.

N. E. Franklin, President of the organization, acted as toastmaster, an art in which he excels. The principal speaker of the evening was the Hon. George Higgins Moses, United States Senator from New Hampushire.

A number of the trade's prominent importers attended the banquet.

Build Business With an Exclusive Day

(Continued from page 31)

sale which wouldn't be offered for sale on other days. And it could also offer other goods for sale at attractive prices which wouldn't obtain on other days.

In other words, this "Exclusive Day" would see the store offering some goods for sale on this one day exclusively and would also see the store offering certain prices on other goods for this one day exclusively.

Of course, this whole proposition should be quite extensively advertised by means of newspaper space and by means of placards in the show windows and, perhaps, by means of direct mail advertising, street car cards and cards handed to the store visitors. In all the advertising for the event, too, the store should emphasize the exclusive features of the proposition very strongly and should do everything possible to make folk realize that the exclusive features of the event were for the one day only.

Glass and China Delegation Here from Ukraine to Study American Methods

A delegation from the Porcelain and Glass Trust of the Ukraine has arrived in the United States to visit glass and china factories throughout the country, under the guidance of officers of the Amtorg Trading Corp., New York, with a view to studying the application of American methods and machinery to the industry of the Soviet Union.

The itinerary of the Commission includes glass and china factories in the Pittsburgh district, in Ohio, and in Detroit, Buffalo and Trenton. The delegation will remain for about one month.

According to members of the delegation, as a resu the World War and the civil conflicts, the output of glass and china industry of the Soviet Union had falle 1920 to about 4 per cent of pre-war. Over one-thir the plants were in territory lost to Russia at the clos the war. In 1925 the output increased 45 per cent the previous year and last year it increased 60 per over 1925, surpassing the pre-war output. A large-plan of expansion has been worked out, which invo the purchase of considerable machinery abroad.

OBITUARY

Frederick W. Ebeling

The news will be received with sorrow by those knew him in the trade of the death on Friday morn April 1 of Frederick W. Ebeling, senior member of importing firm of Ebeling & Reuss, Philadelphia, Pa.

Mr. Ebeling's death was unexpected and sudden. T weeks or so ago he was taken ill with a rheumatic plaint, but had been progressing so favorably that he planned to return to business on Monday of this w Last Friday morning, however, the rheumatic condi struck his heart and he passed away very suddenly without suffering.

Mr. Ebeling, who had a most pleasing personality was beloved by all who knew him, was born in Hann Germany, on July 4, 1856. He came to this countr the age of 16 and eventually drifted into the china glass business, and after a time, traveled for the old of Zeh & Schenck, Philadelphia. On January 1, 188 firm of Zeh, Ebeling & Reuss was established, and in 1 Mr. Zeh withdrew and the present firm of Ebelin Reuss was formed.

Mr. Ebeling traveled for many years, and was known in the trade of his period. He was active in busines suntil about three weeks ago, and was thoug be well on his way to recovery, and looked forward t early resumption of his office duties.

He is survived by his widow and four daughters, Gustaf Peterson, of Merion, Pa.; Mrs. John Kella Germantown; Mrs. William Weber and Miss E Ebeling, both of Los Angeles, also two sons, Henry Robert Ebeling, both of whom are traveling for the of Ebeling & Reuss.

The funeral services were held Wednesday, Apr from 1820 Chestnut st.

You are the builder of your own fortune. The p you have set is the plan by which you work. The bl with which you build are the present hours. An hour spent today is a block mislaid that must be torn out replaced tomorrow. An hour improved today is a b laid trim and true that may be forgotten but that will s the ravages of the storm through all the future.—*Sele*

A N T E D

: 40 cents per line for first insertion; 20 cents per line ollowing insertions. Seven words per line. Minimum l charge $2, payable in advance.

GLASS FACTORY SUPERINTENDENT WANTED

NERAL SUPERINTENDENT wanted by glass factory producing finest tableware. Must have experience in both d and colored ware manufacture. Fine opening for the right Apply Box 624, care CROCKERY AND GLASS JOURNAL.

NT GLASSWARE SALESMAN FOR NEW ENGLAND

D established table ware glass manufacturer, producing goods of very highest quality wants experienced salesman for rade in Boston and other leading New England cities. Apply 625, care CROCKERY AND GLASS JOURNAL.

23rd STREET STORE FOR RENT

ORE or store and basement on West 23rd Street for rent. referable to a firm in the china, glass and crockery business. ess Box 623, care of CROCKERY AND GLASS JOURNAL.

Buyers in New York

MARCH 31, 1927

J n Martin, china, Jordan Marsh Co., Boston, Mass., 244 la on Ave., 7th floor.

s Kruckman, art gifts, F. & R. Lazarus & Co., 1440 Broad- ay (Assoc. Mdsg. Corp.)

R. Strong, lamp shades, Broadway Department Store, Los es, Calif., 128 W. 31st St. (Weill & Hartmann).

APRIL 2, 1927

C. Kehoe, lamps, Killian Co., Cedar Rapids, Iowa, 105 (Jay & Co.), Pennsylvania.

E. Rewick, china, Kerr D. G. Co., Oklahoma City, Okla., h Ave. (J. M. Biggins, Inc.), Pennsylvania.

APRIL 5, 1927

I Bernstein, household furnishings, art ware, novelties, tein Klein Co., Baltimore, Md., McAlpin.

Carlson, house furnishings, R. H. White Co., Boston, Mass., h Ave.

Brosilow, lamps, Brosilow Lamp Co., Chicago, Ill., Pennsyl- an

Kellner, house furnishings, Porteous & Mitchell Co., Nor- ic Conn., 432-4th Ave. (D. G. Union).

APRIL 6, 1927

J V. Waldorf, china, Hochschild, Kohn & Co., Baltimore, Md., ifth Ave. (F. Adler).

M. Helfrich, toys, Stone & Thomas, Wheeling, W. Va., h Ave. (J. M. Biggins, Inc.).



Pity the Poor Salesman!

Samples—kits, cases and trunks of 'em! No pink tea order, you'll admit, if you ever "rasseled" any.

Let Rawsthorne photographs cut sample carrying to the minimum and save your salesmen's energy, time and disposition for the actual selling job.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY

HEEREN BUILDING · EIGHTH & PENN · PITTSBURGH, PA

PETER POTTER



Peter Potter says: Honest Abe Lincoln once said sumpthin' 'bout yer can fool some 'o th peepul some 'o th time but you can't fool 'em all all 'o th time. Charlie Schwab, th steel magnate says that yer can excuse a feller fer maken a mistake oncet but he's a plain dum fool ef he makes th' same mistake twicet. Both of those two wise men wuz correct.

Do You Read Your Trade Papers?

The trade papers of industry and commerce are to business what the scout and intelligence services are to an army. Trade papers exist for only one purpose: the interest of the various business fields they represent. They are always on the lookout for developments that may harm business and always on the watch for things that may benefit and improve it. They regularly publish suggestions which can be applied to your own store.

Read the trade papers in your own field.

While talking of helpful publications, it is well to mention a book that has just come off the press entitled "Advertising Research," by Percival White. Mr. White, who is a foremost authority on the subject of marketing, tackles the problem of advertising research and merchandising in the spirit of a scientist who is able to bring to his work many years of practical experience.

Any retailer who prides himself upon seeing beyond his nose and upon having a good understanding of the entire field of business in which he is engaged can profit greatly by reading this book.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc. *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria Telephone Gramercy 5150.

UNITED ARTS AND CRAFTS INC. *47 W. 47th Street.*
Modern ceramics in unusual forms colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *25 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Herbert Glass & Import Corporation, 366 Fifth Avenue, representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved J. Duncan Dithridge, Representative 240 Fifth Ave.

AMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

CONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

OSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

LLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties

HE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

JSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

HE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

ESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

NITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

ESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

HE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

CTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

RMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

OENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

HE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

E MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

DOMESTIC POTTERY

W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St. F. D. Van Arsdale, New York Manager.*
Art Pottery—Jardinieres, etc.—Children's Items.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY
120 Fifth Avenue
Entire 5th Floor
N. W. corner of 17th Street
Telephone Watkins 8467

Glassware

Imperial Glass Company
Huntington Tumbler Co.
The Silver City Glass Co.
Lewis County Cut Glass Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

DECORATORS

FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *Fifth Avenue Building.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*
Representing Fenton Art Glass Co., *Glassware, cut, colored and plain.* Sterling Glass Co., *Fine Heavy Cut Glass.* Westmoreland Glass Co., *High Grade Table Glassware and Specialties.* Indiana Glass Co., *Pressed Table Glassware and Lamps.* American Bisque Co., glazed flower pots, bulb bowls, etc. Co-Operative Flint Glass Co., *Table and Soda Fountain Glassware, Aquaria, etc.* Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., D. C. Jenkins Glass Co., McDonald Glass Works, Inc. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silverplated wares, decorated basket wares toys, dolls. Telephone, Farragut 8850

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*
McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

HARRY J. MOSCOVITZ, *10 W. 23rd St.*
Representing Knowles, Taylor & Knowles Co., dinnerware, and Hirsch-Malgood Co., decorated glassware. Phone Gramercy 1869.

WILLIAM G. MUELLER, *35-37 West 23rd St.*
Thun-Kloesterle Dinnerware, Mannl Cups and Saucers for the Tea and Premium trade.

PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*
Representing
The Coshocton Glass Corp.
The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitrified China Co.
W. I. Tycer Pottery Company.

HENRY WITTE, 43 West 23rd St.
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

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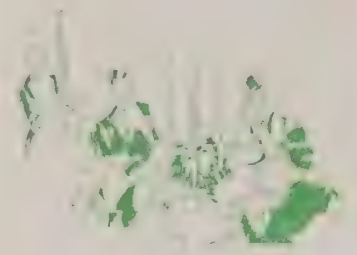
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THE REPRESENTATIVE PAPER OF THE INDUSTRY
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Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 15

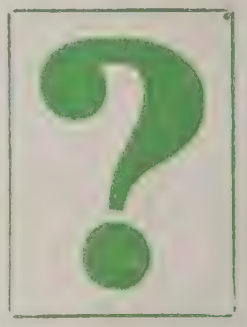
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Vol. 104. No. 15. April 14, 1927.

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Plant No. 2: Canonsburg, Pa.
Plant No. 3: Kittanning, Pa.
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DOLLS AND TOYS
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1[illegible] April 14, 1927 No. 15

AS THE EDITOR SEES IT

High Health

To ascertain what is being done in the schools to cut down the losses due to ill health—estimated at 350,000,000 days annually—the Civic [illegible]ment Department of the Chamber of Commerce [illegible]ited States has published the results of two sur[illegible] in which it has cooperated with local chambers of [illegible], of health and physical education in elementary [illegible]schools.

[illegible]parison of reports from 192 cities in 1922 and [illegible] in 1925 show a general improvement. In other [illegible]here has been no improvement and in a few [illegible]al retrogression.

[illegible]cts which demand consideration, according to [illegible] Development Department, are:

[illegible]t little over 50 per cent of cities from which [illegible] were received provide for medical examination [illegible]mission. While this represents an increase of 10 [illegible]ver the report of 1922, it is nevertheless a poor [illegible]or so important an item in health building and [illegible]servation;

[illegible]t only 63 per cent of the cities have school phy[illegible]— decrease of 19 per cent when compared with [illegible] of 1922;

[illegible]t only 87 per cent report that their school build[illegible]roperly ventilated—93 per cent so reported in

[illegible]hools," the Department adds, "but reflect the [illegible]l energy of the community. They can not carry [illegible] alone. They must have the interest, encouragement and co-operation of all the agencies for civic betterment and of all citizens who are interested in the future welfare of their community."

Dragging Brakes in the Post Office

Increasing postal rates has been found by the Postal Service Committee of the Chamber of Commerce of the United States to have upon business the opposite effect of reducing taxes. The latter has been stimulating and the former, as now shown by experience, has been retarding.

For this reason a demand has been formulated by the National Chamber for prompt adjustment of postal rates by Congress during the present session.

"Experience has proven," says John W. O'Leary, President of the Chamber, submitting the report to the Congressional Joint Postal Committee, "the present rates in many respects to be uneconomic and unsatisfactory to business and to the public. The National Chamber has already pointed out that the increased rates are generally too high and that their correction is urgently needed in the public interest."

"Information received from many lines of industry," says the report of the Postal Service Committee, "confirms the conclusion that the present postal rates, most of which went into effect April 15, 1925, are not only uneconomic in their effects upon business and harmful to the general public welfare but also in certain respects fail to accomplish the purpose for which they were intended."

Reserve Board Finds General Trade Increase

RETAIL trade showed less than the usual seasonal decline between January and February, according to the latest announcement of the Federal Reserve Board in its current survey of business conditions throughout the country.

Sales of department stores and chain stores were larger than in February of last year, while those of mail-order houses were smaller. Wholesale firms reported smaller volume of business in February than a year ago, and this decline occurred in nearly all leading lines.

Inventories of department stores increased in February in anticipation of the usual expansion in spring trade, but the growth was less than is customary at this season and at the end of the month stocks were slightly smaller than a year ago. Stocks of merchandise carried by wholesale firms also increased in February, but they were generally smaller than in the corresponding month of last year.

Wholesale prices, according to the index of the Bureau of Labor Statistics, continued to decline in February. Among non-agricultural products decreases occurred in the prices of coal, petroleum, iron and steel, non-ferrous metals, and lumber and the index for non-agricultural prices as a group was at the lowest post-war level.

Industrial output increased further in February and was slightly larger than a year ago, and distribution of commodities by the railroads was larger than for the corresponding period of any previous year. The general level of wholesale prices continued to decline and was in February at the lowest level since the summer of 1924.

Production Increases

Production of manufactures increased in February for the second consecutive month, and the output of minerals, after declining in January, advanced once more in February to the record level reached last December. Factory production and employment, however, continued smaller than during the corresponding month of last year. Production of iron and steel has increased steadily since December, and reports indicate that operations of steel mills in March were at almost the same high rate as in March, 1926.

Automobile production increased from 234,000 cars in January to 298,000 cars in February, and weekly figures of employment in Detroit factories indicate some further additions to production in March, but output has continued much smaller than a year ago. Daily average consumption of cotton by mills in February was larger than in any previous month on record, but activity of woolen and silk mills decreased as compared with January.

Prices of livestock and livestock products and of clothing materials advanced in February. During the first three weeks of March there were decreases in prices of grains, livestock, sugar, silk, wool, coal, petroleum and gasoline, while prices of potatoes, pig iron, hides an ber advanced.

Demand for commercial credit at member ba leading cities increased seasonally between the mid February and the middle of March. There wa growth in the volume of funds used in the security as indicated by increases in loans to brokers and in securities. Consequently total loans of the re banks at the end of the period were close to the l last autumn. Financial operations of the United Treasury around the middle of March with disburs temporarily in excess of receipts, resulted in a tem abundance of funds which was reflected at member in leading cities in a growth of deposits, in reduced edness at the Reserve banks, and in increased holdi securities.

At the Reserve banks, following changes in h of bills and securities accompanying the financial tion of the Treasury, the total volume of credit out ing on March 23 was somewhat larger than four earlier.

Conditions in the money market in March were firmer than in February. Rates on prime comm paper advanced from 4 per cent to 4¼ per cent a money was also higher, while rates on acceptan clined somewhat.

Volume Declines in Three District

Trade of retail stores was smaller in Februar in January, but the decline was less than u occurs between January and February. Co with the corresponding period of last year, sales partment stores and chain stores were larger w those of mail-order houses were smaller.

Department store sales, however, were not a in all sections of the country. In the Philad St. Louis and Dallas Federal Reserve District were smaller than a year ago, and in the Cl and Richmond Districts they continued in abo same volume. Statistics reported from forty-fiv rate departments at stores in seven Federal districts showed larger sales at thirty-two ments and smaller sales at thirteen departmen creases were largest in departments selling silverware and jewelry, women's coats, w skirts, ready-to-wear and women's and children iery, while declines were largest in wooler goods, men's and boys' shoes and musical inst and radio departments.

Inventories carried by department stores about the usual seasonal increase in Februa paratory to the expansion in sales that is cus early in the spring, but they continued slightly

country as a whole than in the corresponding of last year. In the New York, Richmond, , St. Louis, Minneapolis and Dallas Federal Districts stocks were smaller than last year, the other Federal Reserve districts they were iat larger. Statistics from individual depart- showed smaller stocks than last year at twenty- epartments and larger stocks at eighteen de- nts. Declines were largest in departments g woolen and cotton dress goods, laces, trim- nd embroidery and women's suits, while in- were largest in women's skirt, sweater and fur ents. In the Dallas Federal Reserve District inventories than last year were reported from ight of the total of forty-five departments and centage decreases in these departments were y larger than in other districts.

ate at which inventories of department stores rned over in February was slightly lower for ntry as a whole than in February of last year. Boston, New York, Chicago, Minneapolis and Federal Reserve Districts the rate of turnover her, while in the other districts it was about e or slightly lower than in February, 1926.

Booming

ng business will be the best the country ever the opinion of H. T. Parsons, president of the Woolworth Company.

country is all set," said Mr. Parsons recently. ve a combination of fine weather, the public ng spirit, and you don't have to coax the dol- of the pockets. The public wants to spend ending.

March sales are showing a fine gain over last f course, the month's business will be com- ith Easter sales in 1926, and Easter is our biggest season. If we can end March with a over last year, we will be set for a wonder- ase in April, which will have the Easter busi-

r as I can see, not only the Woolworth chain etail merchandising stores are in for the best y have had. The South, so far, is the only ehind 1926, but then they had big boom times a. Later in the year, sales will show gains, e will be contrasted with the recession which the South in May, followed by the tornadoes st and October. The South is coming back nd the wonderful new roads, particularly in will help merchandising a great deal.

Northwest should do a big business. Our nanager reports the soil in wonderful con- a big harvest—plenty of snow followed by his means adequate moisture for crops. Soon rers will begin to see the green wheat and they n to spend money in anticipation of the big hich is apparently coming to the Northwest

"Manufacturing plants are actively employed. This means labor has plenty of work and labor is the big potential customer for the country's retail trade."

Expect Trade Boom With Easter Near

Cold or rainy weather and bad roads in some areas, the closing of many soft coal mines by strikes, continued weakness of crude and refined petroleum, and curtailment of lumber production in parts of the Pacific northwest have been deterrent influences in trade, over against which are to be set the advance of Easter, the consequent seasonal urge toward expansion in retail buying, warmer weather in some southern areas, the generally favorable tenor of reports as to the winter wheat crop, and the continued marked activity in iron and steel and some allied lines. The net result has been a rather spotted set of reports, from which the main conclusions apparently are that wholesale trade has not expanded as expected; that retailing has been larger in some, while smaller in other areas, and that industry has made most progress, helped by the advance of the season, encouraging outdoor activities in agriculture, building, water navigation and other lines of effort. Irregularity in these and other lines has prevented definite weighing up of the entire situation, but admits of the general statement that the net trade movement has been under that of the like period a year ago, when, however, it will be recalled, business and industry generally were quite active.

A feature borne in on the observer is what might be called the irregular character of much of the news of trade and industry. The March returns of mail-order and chain-store trade, the conflicting reports of the effect of continued immediate-needs buying upon the total volume of wholesale trade, the apparently greater activity in some as compared with other industries, one sample of this being the fairly even balance as between reports showing increased activity in building, and the reverse thereof, are all evidences of the difficulties met with in weighing up the net result of current or recently past operations.

Bloomingdale's Nets $1,255,227

Bloomingdale Bros., Inc., New York, in its annual statement for the year ended January 29, 1927, report net earnings of $1,255,227 after allowing for operating expenses and Federal taxes. This is equivalent to $3.31 a share on the 300,000 shares of no-par common stock, as against $3.76 in 1925, after making provision for preferred dividend requirements. Net profits in 1925 amounted to $1,409,244.

The balance sheet shows net sales of $24,315,457 for last year. Operating costs amounted to $22,830,230, and Federal taxes, $230,000. For the year ended January 31, 1926, the company reported sales of $21,545,304 and net profits of $1,409,244; for the year ended January 31, 1925, sales of $19,405,473 and net profits of $1,129,071; for the year ended January 31, 1924, sales of $18,326,458 and net profits of $1,252,642.

(Continued on page 23)

CAUGHT IN THE NEWS NET

ALTHOUGH the New York department stores are thronged with Easter shoppers purchases this week have been confined largely to wearing apparel. China and glassware buyers are optimistic, however, and predictions are that trade in these lines will show improvement directly after Easter. As is usually the case at this time of the year few buyers visited the local mart.

E. W. Hammond left for Weston, W. Va., Tuesday where he will confer with officials of the Louie Glass Co. He expects to return Saturday.

John G. Paul of the B. Tomby & Co. sales force is expected in from the road next week. He has been "covering" the middle and far west.

Adolph Rosner, china and glassware buyer for the Kaufman & Baer Co., Pittsburgh, was a visitor to the New York mart this week.

J. H. Venon, head of the importing firm of J. H. Venon; Inc., departed on Monday of this week for a three weeks road trip. Mr. Venon will cover middle western territory and according to his plans will go as far as Chicago.

C. F. McDonald, of the Mercer Pottery Co. sales staff, has just returned from the road after completing a ten weeks' trip. This was Mr. McDonald's first trip this season.

George J. Higginson of Johnson Bros., English ware, whose trip was interrupted by the death of his partner Thomas Jones, will return Monday from the continuation of his travels on which he started following the late Mr. Jones funeral services. The second leg of Mr. Higginson's selling expedition which started March 25th has taken him through part of the New England States, the middle west and Canada.

John J. Hines head of the firm that bears that name will sail for Europe Saturday. He expects to be gone several weeks.

W. Elms of the Dohrmann Commercial Co., who has been in Europe in the interests of his firm for several weeks will sail for this country on April 27.

Albert F. Lemcke of the Morimura Bros. sal leaves Saturday on a selling trip to his territor includes part of New York State, Ohio and M His first stop will be Albany. Another of th mura Bros. force who will leave Saturday is C. Tonolla who will "cover" Boston, his fir Baltimore, Philadelphia, and Pittsburgh. He gone for six weeks.

Martin Zolle of the E. Torlotting sales forc today for Philadelphia, Washington and Balti

---

After a three weeks stay in New York on a headquarters here Colonel W. F. Ellison, the welk western traveler for Geo. F. Bassett & Co., a quite as hale and hearty as ever, left on Tuesday home in Los Angeles, Calif. Mr. Ellison, kno perennial optimist, has lost none of his enthusi the dinnerware business and says while he has see better there is plenty of business to be had and every reason to feel exceedingly hopeful for the While here the Colonel also visited his daughte home is in Brooklyn. He has planned to come York from now on every six months instead o year. He expects to spend a month calling on t on his way back to Los Angeles.

C. W. Foreman, president of the Owen Cha Minerva, O., and the Southern Potteries, Inc. Tenn., was a visitor in New York for several week consulting with the concern's New York ag Horace C. Gray Co., as well as attending to oth ness in connection with the factories.

Edward Reiwald, of the A. J. Fondeville & C elling staff, left on Sunday for points in New Y after which he will make a tour of the Middle We

---

Fourteen New Members Taken in Sale Association

At a meeting of the Pottery, Glass & Bra men's Association held last Thursday, evid interest in the membership drive for 1927 w in the applications of fourteen new member were favorably voted upon at the meeting.

nembers taken in were: Raymond Hurley, , Lenox, Inc., Trenton, New Jersey; Justin den, sales manager, J. E. Marsden Glass Inc., Ambler, Pennsylvania; Joseph F. Collins, Remstein, Daniel Tames, all salesmen with ert & Neuwirth Co. Inc., 25 West 23rd Street, rk; Charles Moses, stock clerk with Paul A. x Co., 105 Fifth Ave., New York; "Bert" on, salesman with Edward B. Dickinson, Inc., 23rd Street, New York; Ben E. Ettelson, S. Meyer, George M. Simons, Merchandise , sales manager, department manager respec- ith M. Seller & Co., Portland, Oregon; Roy rn and Stephen T. Crosby, assistant to buyer s promoter respectively, with the Dohrmann cial Co., Los Angeles, California; Lawrence smith, promotion manager, Dohrmann Com- Co., San Francisco, California; Curtis Ed- Closkey, manager Los Angeles Store, Dohr- otel Supply Co., Los Angeles, California.

ontest for the gold watch offered by the t of the Association, Julius Rosenfeld for securing the most new members and the scarf pin offered by Ex-President John J. r Territorial Vice-Presidents for the same has greatly stimulated interest in the mem- campaign.

cord of the contest to date for the gold watch by President Rosenfeld stands as follows:

indner	6
nallwood	3
rwood	3
asman	3
Kashins	3
arke	2
chreiber	2
A. Diehl	1
Straub	1
itherland	1
eck	1
reenwald	1
haw	1
L. Lobsitz	1
Irwin	1
cCauley	1
osenfeld	1
uffin	1
Ward	1
own	1
eman	1

ers recorded to the credit of Territorial Vice- ts contesting for the diamond scarf pin offered esident John J. Hines are:

indner	6
arwood	3
asman	3

The Krockery Question Box

1—What are the popular colors in glassware today?

2—What four factors affect the durability of glassware?

3—What is meant by the term "Open Stock?"

4—What New York building advertises—"See the leading pottery lines on one buying trip in one building?"

5—In what year was porcelain first invented?

6—When did the Wedgwood period in pottery start?

7—What N. Y. Manufacturer's Agent holds a speed boat title?

8—What is iridescent ware?

9—Who is secretary of the Pottery, Glass and Brass Salesmen's Association?

10—What is gold encrusting?

Answers on page 27.



The late Frederick W. Ebeling, senior member of the firm of Ebeling & Reuss, well known Philadelphia importing firm. Mr. Ebeling's passing as recorded in our issue of April 7, came as a shock to his host of friends in the trade.

B. F. Drakenfeld & Co. Announce Removal to New Building

Following the purchase several months ago by B. F. Drakenfeld & Co., the well known dealers in colors, chemicals and supplies for the pottery, glass and enamelware industries, of the building at 45-47 Park Place, the place has been in the hands of a large corps of workmen who have transformed it into one of the most modern and finest structures in that section.

The extensive alterations are now completed and the concern have removed their offices and salesrooms to the

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



Manufacturers Deplore Prevalent Hand-to-Mouth Buying of Dinnerware

DINNERWARE manufacturers, while admitting there is some improvement in the demand for merchandise, some express the view that many large retail distributors are continging to follow the 1926 policy of buying from hand-to-mouth. That is to say dinnerware is ordered subject to immediate needs. This is held by the producers to be false policy, as potential sales may be lost because of the distributor not having sufficient stock on hand to fill immediate orders. While it is admitted that the distributors know their own business best, the view is held that in the dinnerware line customers like prompt service, and while the distributor may be in a position to give prompt service, yet the idea of having goods for immediate delivery on hand is considered a vital and important requisite. Orders for matchings are being received by many dinnerware producers daily, and for patterns that are admittedly in general popular demand. Just why the retail distributor does not carry larger stocks of these particular patterns is not understood by the producers, other than a retrenchment policy may be in vogue with that particular house. From different parts of the country come reports to the producers here that demand for dinnerware at retail is showing an improvement, and that spring sales are expected to go far ahead of the volume put out last year. It is also said that where dealers are carrying large assorted stocks sales are largest, and that where nominal stocks are being carried, the orders for matchings are more numerous. A few of the local dinnerware producers are not only shipping large volume of spray patterns, but the demand for borders is showing a decided improvement, and some volume business is being booked on the latter lines.

W. S. George Pottery Producing "Argosy" Shape

The W. S. George Pottery Co., East Palestine, O., has begun the production of its new "Argosy" shape, which is being put out in an ivory body. Only flat ware is going through the kilns at this time, as the shapes of the holloware were not finally approved by the management until last week. This new shape will be ready for shipment within the next 40 days, it was said by this firm this week, perhaps sooner. A complete line of sample decorations on this new shape are to be displayed by all resident sales agencies as early as possible. Introduction of the "Argosy" shape will give this firm two shapes in ivory body, the first being put out in ivory being their "Dero shape, which is being produced at their No. 4 p East Palestine. The new shape has been modeled an entirely different line than any other featured interest in recent years, and it will be marketed in of decorations that are foreign to those used on the older shapes.

Talks on Modern China Design

Large retail distributors of fine dinnerware hav interested in the lectures being delivered in large ment stores by Frank L. Holmes of Lenox, Inc., T N. J., on "Modern China Design." Mr. Holmes only been able to present this subject in a manner easily understood by the layman, but he has also be to place the distributor in a position to increase s good dinnerware. When Mr. Holmes spoke at th shall Field & Co.'s store at Chicago, Ill., his audienc large and attentive.

Wood and McGillivary to Head Potte

Re-election of John T. Wood as president an McGillivary as secretary of the National Brotherho Operative Potteries for another term is assured, ing to the result of a primary vote of the trade ju vassed. While each had opposition, the majority each was such that the ultimate election of both ceded. Both men are held in high esteem by the gl ware manufacturers, and are known as conservati

---

Mayer May Erect Another Kiln

It is very likely that the Mayer China Co., Beave Pa., will erect an additional bisque kiln before the e the year, according to present plans of this company year the company erected three new buildings and one kiln. In addition to the kiln proposed, it planned to replace some machinery in the clay depa that has become obsolete with more modern equ The additional kiln capacity, and with additional ma ery, this plant will be in a position to produce a larg ume of hotel and restaurant ware than ever before. at this time its production is ahead of all former re

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China Wants Dinnerware Despite Wa

Although civil war is raging in China, it is inte to note that during the last week an inquiry was re in this district from a distributor there for sam

ware. This inquiry came from J. N. Catela, Ma-hina, which is the Portuguese colony in China. The f inquiry was under date of Feb. 27 last, and while rest receiving the inquiry is not concerned in form-connection and shipping to China, a reply to the in-has been forwarded.

May Revive Old Thompson House

aps the old Thompson House in East Liverpool me into its own again, since a 20 year lease has aken on the property by Herman Schwartz, for ears steward at the Hotel Windsor, Wheeling, W. fany years ago when this hotel was the only one nd operated by William Polk, now of Pittsburgh. oor was laid in the lobby, and the name of every in the district was built into the floor. There has been any change in the floor since. The property owned by Mrs. Louise Polk, and who gave the Schwartz. The latter has announced his inten-spending $30,000 improving the hotel, which con-rooms.

avidson Porcelain Co. in New Field

Davidson Porcelain Co., operating a small electric n plant opposite East Liverpool on the road be-Chester and Newell, W. Va., has eliminated the ion of its former line of electric porcelain parts, now arranging to enter the production of electric n lighting fixtures for bath rooms, kitchens and home and office use. This is the first time such as been produced in porcelain, and already a num-jobbing interests are showing an interest in the ing new." The line will take the place of the ameled electric fixtures, and will be produced in a sortment of shapes. The shapes have been spe-signed, and the first kilns of this ware are now ut through.

thern Potteries Have New Decorating Kilns

er battery of new decorating kilns has been placed e at the plant of the Southern Potteries Co., Er-nn. This addition will give the firm a larger out-ecorated ware than has been heretofore possible. unt of the heavy volume of future business on file, tion to the plant was made necessary.

ars, Roebuck to Have Denver Store

ding to advices received here from Denver, Colo., oebuck Co., have taken a five year lease upon a ory building there and proposes to open a retail d distributing house in Denver at an early date, before May 15th next. The nearest branch to Denver location is at Kansas City, Mo., one of branch houses opened by the Chicago Company.

Take advantage of the sales possibilities of Color

COLOR presents a problem, ranking in importance with the cost of manufacturing a product. An increase of sales through color is no longer an uncertainty, provided good judgment is used in selecting the colors and the raw materials needed to produce the color. *R & H* colors and chemicals used in coloring have proven a dependable source of supply offering materials of high quality and uniformity.

SEND FOR COLOR CHART

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CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The
ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York

"America's Leading Ceramic Material House"

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

Predict Record Premium Dinnerware Volume

Judging from the number of distributors who are becoming interested in dinnerware as a premium proposition, the volume of ware that will be shipped for this purpose this year will exceed all former records, it is said here. All original users of dinnerware for premium purposes are still active in the market, and during the last six months many additions have been made to the list. In all instances, manufacturers consider this as volume business, and some of the distributing houses are running only one or two patterns. One user of dinnerware for premium purposes is taking the entire output of one plant in this district, while large contracts for carlot business have been booked by producers from other distributors.

Jackson China Co. Working Full Time

The plant of the Jackson China Co., Falls Creek, Pa., is now operating on a full time basis on the production of vitrified china for hotel and restaurant purposes. Rather heavy orders have been booked of late with this firm for both immediate and future shipments, and indications are that this plant will be in steady production throughout the current year.

U. S. P. A. Hears Commerce Hearing Result

The traffic division of the United States Potters' Association has been notitfied of the result of its hearing be-

(Continued on page 21)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Seasonable Activity Prevails Throughout Flint Glass Factories

SEASONABLE activity prevails in the majority of all flint glass factories, this being especially true concerning the blown and stemware factories, and those producing specialties and colored glass merchandise. Retail distributors say that the local request for blown and stemware is exceptionally good, and of course this reflects upon factory production. Throughout the country the demand for colored goods continues to hold up well, and many first shipments of this class of goods ordered in January have been disposed of and repeat orders in larger volume have been received by factories, both the producers and also by the exclusive decorating shops. As previously related, the sale of soda fountain and soft drink goods holds up well, and jobbers who feature these lines have been rather active in the market during the last two months. As the season for these goods is now at hand, those plants specializing in soda fountain glassware are working these particular shops steadily. Mail orders are declared to be good, and road salesmen have also been forwarding factories good business on certain lines. Tableware lines are not in heavy request, and it is said immediate factory shipments can be had on many of the items in this line. But on specialties, immediate shipment is not always possible, as factories have not been stocking these items, but working in the main on current orders. At times there is an accumulation of some of these items, but even so they do not remain in the bins long. Unless there is a sudden change in the present buying situation, factories will be rather active throughout the entire season.

Sweden and Chile Seek Pressed Glassware

The United States Department of Commerce has reported the receipt of inquiries from Stockholm, Sweden, for pressed glassware and also from Concepcion, Chile, for table glassware. Those manufacturers who are interested in such exports can obtain direct information concerning these inquiries by writing the Department of Commerce, Washington, D. C.

Root Glass Co. Changes Name

The name of the Root Glass Co., Terre Haute, Ind., according to word received here this week, has been changed to that of the Chapman Glass Container Co. The company is making a number of factory extensions, it is said, and production of the general line of containers featured by this concern is to be increased.

Wissmach Glass Co. to Rebuild

The plant of the Wissmach Glass Co., Paden Cit Va., recently destroyed by fire is to be rebuilt immed Fire loss has been adjusted with insurance interest production is expected to be again resumed with next six weeks, it is said.

Braddock Glass Co. Formed

A new concern to be known as the Braddock Gla has been formed at Cumberland, Md., it is reporte week, local capital being interested in the enterprise. new interest will take over a large concrete and building at Cumberland formerly known as the Bra Distillery, and will be immediately equipped for th duction of a general line of glassware.

David Fisher Gives Glassware to Hospi

Through the courtesy of David Fisher head Paden City Glass Co., of Paden City, W. Va., the pital Association at New Martinsville, W. Va., ha given a full equipment of glassware, consisting of s trays, measuring glasses, tumblers, serving plate water sets. Mr. Fisher was formerly engaged in th business at New Martinsville, and still holds a civic est in that community.

Bryce Bros. Co. Seventy-seven Years O

While it is not generally known to the trade, tho ness of the Bryce Bros. Co., Mt. Pleasant, Pa founded in 1850 or 77 years ago, and the factory ha in steady production of many different lines sinc time. The L. E. Smith Glass Co. is one of the new tries established at Mt. Pleasant, and both plants a sidered among the more staple industries in the Western Pennsylvania coke regions. Both the Bry Smith plants are now working steadily, but each a ducing a different line of goods.

Ball Bros. Plant Suffers Mishap

As the result of the collapse of a tank at the M Ind., plant of the Ball Bros. Glass Mfg. Co., a fe ago, the company is said to have sustained a loss proximately $20,000. The tank is to be rebuilt, output of the factory has been materially reduce it is again placed in operation.

lms & Doepke to Enlarge Basement

orts have been received by sales managers of glass lies in this territory that Alms & Doepke Depart- Store Co., Cincinnati, O., have arranged to enlarge l gain basement, which is under the management of Henlein. The housefurnishings department of this s occupying smaller space in the central part of the ent while the china and glass section has been re- l to the first floor.

People's Glass Co. Is Formed

Peoples Glass Co. is the name of a new corpora- hat has been formed to operate a plant at Mullica ear Woodbury, N. J. It is said the company will y about sixty people.

esge One of Biggest Glassware Buyers

as announced here this week that the S. S. Kresge hich at this time is operating 377 popular priced 61 of which were opened last year, is one of the buyers of glassware in the Pittsburgh district. The ements of this syndicate cover a rather wide variety ns, and steady shipments are being made to prac- every store listed.

A. Blunt Appointed General Manager

Buck Glass Co., Baltimore, Md., has announced the tment of Roy A. Blunt as general manager for its ts. Mr. Blunt was formerly associated with the g Glass Works, Corning, N. Y., and resigned to go e new interest.

American Glass Co. Formed

American Glass Co., with a capital stock of $25,- as been formed at Asheville, N. C. The new con- headed by J. J. Martin.

rtcrafts in Possession of Davis Plant

former plant of the Davies Glass Co., Martins O., is now in possession of the Artcraft Metal ts Co., the general offices of which are located at est Spring Street, Columbus, O. All manufac- at Columbus has been suspended by the company moved to Martins Ferry, although a distributing use will still be maintained at the Columbus loca- The company will enter the production of porcelain ameled gas and gasoline ranges on a much larger an was possible at Columbus.

Jewel Tea Co., Inc., reports that its sales for the elve weeks of 1927 were $3,266,747.05, as com- with $3,394,273.61 for the same weeks in 1926, a e of 3.8 per cent. For the same weeks the aver- mber of sales routes was 1,064 in 1926, and 1,090 , an increase of 2.4 per cent. in selling units.

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of High Grade Glassware
Plain, Cut and Decorated
For Gift Shops, Florists and Table Use



No. 1820 Dolphin
Console Set

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H. P. & H. F. Hunt,
41 Pearl Street
Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO
R. A. Keel
4439 Greenview Avenue
CHICAGO, ILL.

PHILADELPHIA
Fred Stott,
1007 Filbert Street
SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street
LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.
SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

THE DUNCAN & MILLER GLASS Co
WASHINGTON, PA.

Anticipating The Vogue

For smart unusual designs in glassware makes the Duncan & Miller line a leader.

The lovely Georgian bowl, with low matching candlesticks as pictured, is a new conception that has made a tremendous hit. Made also in flared shape in crystal, amber, green or rose.

REPRESENTATIVES

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — F. T. Renshaw, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

What's New in New York Showroom

Paul A. Straub & Co. Display Three Beautiful Patterns

In Tirschenreuth china, Paul A. Straub & Co., 105 Fifth Ave., American representatives for the line, are featuring three new decorative treatments on their Empire shape that bid fair to outdo in demand anything that they



have heretofore presented to the trade. Their Clifton pattern, which utilizes a finely executed gold encrustation on an ivory band is at once conspicuous for its richness. Then there is their Pembroke treatment, an underglaze Royal Blue in conjunction with a three-quarter inch acid border and an eighth inch verge line in gold. Equally in keeping with the two above mentioned, is the Clyde decoration. Here a most unusual and beautiful color of Pistache green has been used as a band motif combined with a thin gold edge and verge line. The accompanying illustration serves in conveying some idea of how effectively striking this Tirschenreuth china is. Each decoration has full gold handles and knob and is carried in open stock in New York.

Astrid Decoration on Belgian Queensware Shown by Kupper

Herman C. Kupper, Inc., the well known importing house, 39 West 23rd St., have on display at their showrooms one of the most attractive decorations to be seen in some time in their Astrid pattern. This treatment, which is called after the Princess by that name, presents a most unusual effect. Its creation is the result of many months work with the factory by Herman C. Kupper, head of the firm, and his efforts have been more than compensated in the result of the decoration. The treatment, which features rich underglaze enamels carries out an eight-panel border of what might be termed a spiked effect. This is in conjunction with a futuristic type of fruit and leaf cluster, while the center motif is made up of a fanciful flower group interspersed with leaves. A rich chocolate brown is the basic color used for the treatment and is particularly prominent in the way it is employed on the border. Blended with this are two s of blue, yellow and green; the same colors being c out in the center treatment. It is safe to say that i Astrid pattern the Kupper firm have a decoration t most unusual and different. Its effect is so pleasin it is assured of immediate popularity.

Spodes Peplow Pattern

Numbered among the many charming treatme Spode china is the Peplow pattern featured in the e of Copeland & Thompson, Inc., 206 Fifth Ave., Am representatives for this well-known factory. The ment dates back to the earliest of Spode's work but years ago it was again revived for one of the houses in London, since which time it has added g to its popularity. It is an interesting combination Chinese style of decoration in conjunction with th English motifs. This will be readily recognized



Oriental center of the vase and flowers with a spik center border. The rim decoration is made up of groups with a semi-conventional purely English b This rim border is enameled in colors of mauv orange while the English and Chinese groups are d green, red, yellow and purple, the center border be orange. This pattern has a great fascination in it fection of balance to the Chinese center motif, the and edge borders furnishing the convention in the d tion. The Peplow pattern is applied on City plate, footed cup and saucer, Melba tea pot, sugar and c and Honeysuckle cover dish. These are the b Spode's plain shapes in use today.

Unusual Assortment Featured by Phil Thistle & Smith

Phillips, Thistle & Smith, Inc., 1107 Broadway, York, representatives for the Seneca Glass Co., M town, W. Va., are featuring a special assortment fro factory that will certainly prove interesting to the re Such salable pieces as a footed candy dish, suga cream, a covered candy jar and two shapes in vas

ed in the assortment. The individual items may be d at the price of a dollar and ninety-eight cents, al- a nice margin of profit for the dealer. The articles own in a straight optic in fascinating colors of em- amberina and wildrose. When this assortment is is easy to appreciate why Phillips, Thistle & Smith such a volume of business from its sale.

IN THE MAIL BAG

Sirs:—

We have read carefully the article on Unscientific ion in your issue of March 24th, 1927, and we s we cannot see any benefit in this article to dinary layman nor do we find any suggestions nedies for the Unscientific Taxation and for eason and because it may be somewhat mis- g we have thought to reply to it.

We classify ourselves as a small business man e can see no beneficial results or helpful infor- in this article. It is sometimes necessary to a certain method to accomplish a necessary en while it is admitted that the methods are best, but in the absence of a better plan it must d to accomplish the object. Our Government have funds to carry on its activities and taxes be collected and we do not agree with your that the troubles he enumerates are solely due scientific Taxation. We do not find in this a single tax that is pointed out as unscientific ngle suggestion that would help to remedy the ty. If as the author states, it is true that our t methods of taxation is bleeding the farmer, hat is the remedy that he would offer for it?

a fact that Federal, State, City and Rural taxes be assessed to support the many and various ies of these governments. It is also a fact that activities are increasing and becoming more ive but in the end the masses are greatly bene- As an instance the European Corn Borer has a certain part of Ohio, Pennsylvania and New Disaster threatens the raising of corn in this . The Federal Government, the states of Ohio ennsylvania have appropriated millions to sup- this pest and if possible eradicate it. This is ssary government activity and its suppression so much that the benefits are not only to the rmer but directly or indirectly they will effect ire country.

We do not consider the Federal Income Tax un- fic. We believe it based on a true and sound le. Supreme Justice Taft in answering criti- f it in its early inception, was careful to point t it was a tax on an earning, that it had nothing with the cost of manufacture or production, but a certain portion of the profits claimed by the ment and that those that had a profit were able to pay it while those who did not have a profit were not required to pay it. Its principle is still sound and scientific although it might be claimed that it is not uniformly distributed over the entire country, and if this is true it is because legislators are not broad enough minded to study it carefully and see that each and every taxpayer pay their proper share.

There is another tax that is being assessed by a great many states, namely the tax per gallon on gasoline. The country is demanding a lot of improved roads, the amount being spent being many millions. This gasoline tax is assessed for the improvement of the roads and it surely is based on a scientific basis for the man that uses 10,000 gallons of gasoline is assessed ten times the amount the man that uses only 1000 gallons and it appears to us justly so because the man that burns up 10,000 gallons uses the roads ten times as much as the man that burns up only 1000 gallons.

We think the suggestion that a new building, because the materials used in its construction have been taxed, should be free from taxation is erroneous. The location and public conveniences determine the value of property and as a rule city taxes are higher than rural taxes on account of the public conveniences. In a city, the property owner enjoys the benefit of city light, city streets, city sewage, fire and police protection and he should be taxed to support these activities and the principle is sound and it is not unscientific. We do not claim there are no unscientific taxes but we believe such as there are can be traced to politics and the desire to escape a responsibility which properly belongs to a citizen or community.

We do not believe that the trouble with the farmer to-day is taxes. It appears to us the trouble with the farmer to-day is the amount he receives for what he sells and the amount he pays for what he buys. If in 1906 it took the amount the farmer received for the sale of 300 dozen of eggs to properly clothe a child, will the amount he receives for 300 dozen of eggs in 1927 properly clothe a child? Will the same number of tons, bushels or pounds of produce purchase the same amount of clothing, household necessities or machinery in 1927 as it would purchase in 1906, or will it pay the same amount of taxes? If it does not, then here must be the reason for the conditions that confront our farmers. It is true that what the farmer produces is the product of labor, and it is equally true that what he buys is the product of labor. If you could fix a labor cost on 100 bushels of wheat in 1906 and a labor cost in 1927 and then fix a labor cost on a reaper on the same dates, it might explain why the farmer is not prospering. Coal and iron ore were placed in the earth without cost to anyone. By the time the iron ore reaches the farmer in the reaper, we believe its entire cost could be traced to labor.

We do not question the fact that taxes are too high, but we do claim there could be a great saving if we had efficient and economic expenditure of them. The

(Continued on page 30)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Department Stores Feature Easter Ware

DEPARTMENT store crockery and glass departments devoted their attention this week to featuring attractive table settings for Easter. Dinner sets and stemware of the better grades were featured in all the stores. While there were a few specials offered in 100 piece dinner sets, these were of the more expensive sets and there was apparently no effort to offer the public bargains in either china or glassware during the week. Retailers report a good sale of merchandise in their china and glass departments for the last ten days preceding Easter.

A lease closed yesterday by O. W. Richardson and Co., rug and furniture dealers, on property held by the Marshall Field estate at Franklin and Monroe sts., involves a total rental of $4,107,500 for a ninety-nine year period. The property fronts on Franklin St.

Ready for Shipment—



Go To Stetson's First For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING, SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

The Madison Furniture Co., 1224 W. Madison St., a incorporated last week with a capital of $1,000 to manu facture and deal in furniture, furnishings, etc. The in corporators are Esther Buckner, Jacob and Charles Ti ler.

Yeschek, Inc., 2743 Sheffield Ave., Chicago, was or ganized last week with a capital of $10,000 to engage in the business of manufacturing and dealing in porcelain glassware, art goods, and other merchandise. The incor porators are Clara McWilliams, William J. McWilliams Susan Yeschek, and Frank P. Yeschek.

Otto V. Ueberroth, representing the French China co with a display at 666 Lake Shore Drive, has returned from a trip to Minnesota.

At the annual meeting of stockholders of the Ma Store, D. F. Kelly was re-elected president. Other re elected officials were S. S. Kresge, chairman of the boa A. F. Brockman and J. Espovich, vice-presidents; C Freeman, secretary, and A. C. Hausrath, assistant trea urer. C. E. Merrill, P. B. Skinner, E. P. Wells, and L Kesner were also re-elected directors. J. F. Ruffner wa elected treasurer and J. E. Groth was elected a new dir tor.

The latest financial report of the Hartman Corp. re cently made public shows net earnings of $1,414,050 af all charges for the year ended December 31, 1926, equal after dividends on the class "A" stock, to $3.54 on th class "B" stock. The figures represent the best year th company has experienced since 1923, and compare fa vorably with net earnings of $1,254,175 in 1925, an deficit of $410,121 for the preceding twelve months.

I. E. Mincks of the Albright China Co. was a visitor in Chicago last week.

Archie Littlejohn, formerly buyer of china for Sea Roebuck and Co., Philadelphia, was in Chicago last we renewing his old acquaintances in the local trade.

Hartman's great china and glass display during th "Hartman Week Anniversary Sale" was not the ma feature. "Gus" H. Bubb, manager of the china and gla department, enlisted some high class local talent in th capacity of floorwalkers, including W. T. Dalton, F M Tinker, Mart Simpson and W. T. Darden, all well know among the Chicago trade.

AT TO BUY
O WHERE TO
Y IT IN —

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IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
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IRA A. JONES CO.
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Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

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L. GERALD, *Chicago Representative*
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The Atlas-Globe China Co.
NILES, OHIO
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PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

epartment Store Heads Will Meet to Discuss Raising Service to Public

EPARTMENT stores throughout the United States are warming up for a new drive to hold down their cost of doing business and at the m time to raise their standard of service to the con- m g public.

T movement will start rolling when hundreds of the its nding store owners and executives get their heads ge er at the Concurrent Annual Conventions of the on llers' Congress and Store Managers' Division, ou s of the National Retail Dry Goods Association, at alt r House, Chicago, from May 9th to 13th.

T se bodies will hammer away for five days, sepa- te and jointly, on the bogie of rising costs of opera- on id the faults and inefficiencies that creep into store rv e. The Controllers' Congress will busy itself with e oblems of finance and operating expenses and the or Managers' Division will do its best to outline a new gh evel of public service.

Because the service which the Store Manager super- ses s expensive, the Store Managers' Division will hold int meetings on the morning, afternoon and evening of ay 11th with the Controllers' Congress—the Controller ing the guardian at the gate through which store ex- ns must be paid.

T Controllers' Congress sessions run from May 9th A y 12th, inclusive. The Store Managers' Division og m covers May 10th to May 13th, inclusive. The ont llers' Congress is inviting the Store Managers to i on its meeting on May 9th and the Store Managers e urning the compliment on May 13th so that mem- rs both groups will be kept on the job throughout the eek Both Conventions will be at the Palmer House.

H lwork will not be the only weapon that will be sed n attacking the retailers' problems at this meeting. Man acturers of all kinds of mechanical equipment—accounting and bookkeeping machines, calculating devices and systems—and purveyors of service used in department stores will display recent improvements in their products which make possible the use of machines in routine operations in the store.

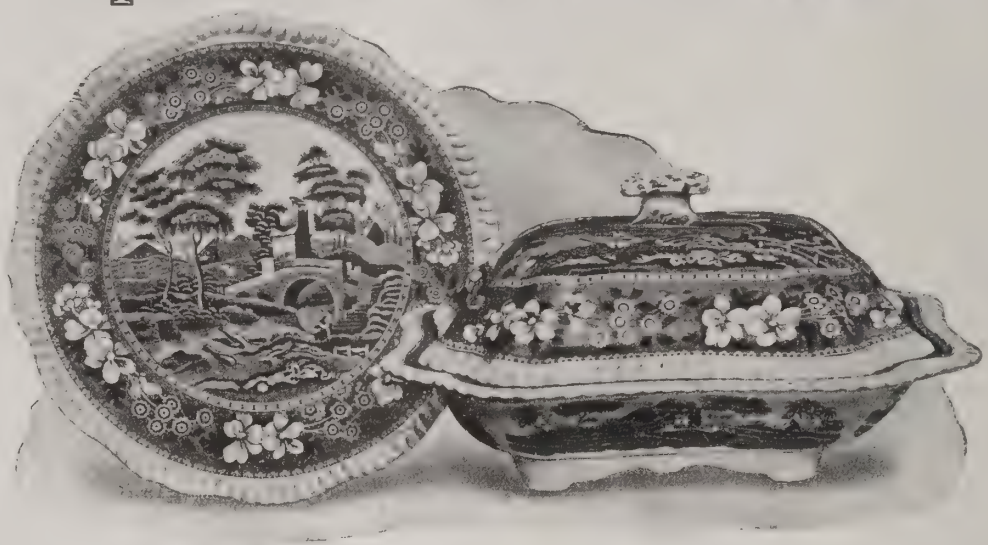
Topics listed for discussion at the Joint Session of the two groups on May 11th include public problems affecting retail stores as well as internal operating questions. "The Traffic Problem" will be expounded by America's leading authority on methods for relieving street congestion. "The Distribution Census," which has been undertaken in an experimental survey in the city of Baltimore by the United States Chamber of Commerce with the cooperation of the Government and a large group of influential commercial interests, will be described and a progress report made by an official of the Chamber.

Other topics on the Joint Session program are: Expense Budgeting and Control; Merchandise Returns and Their Causes; Cooperative Purchasing of Store Supplies; Cooperative Outside Central Delivery; Report on Departmental Selling Salaries; Making the Want Slip System Work.

The Controllers' Congress will have special sessions on Finance, on Insurance Problems, Specialty Store Operation and on the Operating Costs of Department Stores in 1926. There will be a conference with representatives of the Federal Reserve Banks to decide better methods of cooperation between the Federal Reserve and the Controllers' Congress for the collection and dissemination of statistics on retail business. "The Rising Tide of Local Taxation" with all its consequences to business and the public will be exposed to the spotlight at one of the sessions.

Other topics on the Controllers' program are: Economic Factors in Planning; Finding and Developing Executives;

Spode's Pink Tower



THE accompanying illustration shows one of the greatest of Spode's prints. This is an outstanding example of his leaning toward English landscapes and English floral borders. The center drawing is from scenes on the old Spode estate. The proof of the strength of Spode's greatness in selecting design is exemplified here, this pattern having been carried down through time, at least over a century, and is being sold on this market today in greater quantity than ever. This pattern is applied on the Gadroon shape, one of the most beautiful models ever conceived for tableware and faithfully reproduces the work of the old London silversmiths of the Georgian period. Many beautiful table combinations are worked out with this design, which adapts itself to formal and informal service.

Stock carried in New York City — *Send for samples and prices*

Copeland & Thompson, Inc., 206 Fifth Avenue, New York

The Professional Attitude Toward Credit; Warehouse Accounting and Control; Unit Stock Control; Balance Sheet Ratios; Work Room Control; The Predetermination Method of Expense Control; Legal Liability of Employers; etc.

The Store Managers' Division has propounded and will try to answer one of the mysteries of the ages, "Is the Customer Always Right?" Next to this topic on their program appears, "Interpretation of Store Policies to Customers," a possible anticipation that the first mystery won't be solved. "Tests of Good Store Service" and "Safety First in Store Operation" are other program topics which will round out this discussion.

Among other addresses and discussions on the program of the Store Managers' Division are: How to Reduce Loss and Damage in Delivery; Selection, Employment and Training of Employees; Planning Alterations and New Construction; Labor Turnover; Minimizing Overtime Work; Use of Part-Time Employees, etc.

Arrangements have been made for the delegates to visit the principal Chicago stores to inspect their methods of operation. The groups will give a Luncheon to the heads of the Chicago stores during the course of the Convention.

B. G. Hawkins, Jordan Marsh Co., Boston, Mass., is Chairman of the Store Managers' Division and will officiate at its meetings. Jay Iglauer, Treasurer, The Halle Bros. Co., Cleveland, Ohio, is Chairman of the Controllers' Congress and will preside at its sessions.

The Convention Committees in charge of the arrangements are: For the Controllers' Congress; Archibald MacLetsh, Carson, Pirie, Scott & Co.; Henry A. Anderson, The Boston Store; Thomas Hargreaves, Mandel Brothers; L. Roy Moore, Chas. A. Stevens & Bros.; J.F. Ruffner, The Fair; all of Chicago. For the Store Managers' Division: John L. Coyne, Mandel Brothers, Chicago; Sheridan Gorton, R. H. Macy & Co., Inc., New York; F. Flavelle, Carson, Pirie, Scott & Co., Chicago; Max E. Friedmann, Ed. Schuster & Co., Milwaukee; Chester B. Curtis, Scruggs, Vandervoort & Barney, St. Louis.

Muir Dedicates New "Department Shop"

The first unit of R. H. Muir, Inc., "the department shop of all suburban Essex," was officially dedicated at East Orange, N. J., recently.

Arthur Trench Muir, son of the founder, is head of the store.

The five floors of the new building just double the selling space of the entire plant over that used during the season of Christmas, 1926. The building, of the latest design, workmanship and equipment, is the first of three units planned to extend to the corner of Main and Prospect Sts.

Coats, suits and dresses are located on the second floor of the new unit. The private fitting salons are typical of the completeness and the modern convenience of the department. Millinery, lingerie, corsets and house dresses occupy balance of the second floor.

James de Ligny is building superintendent and Alfred Moffatt, merchandise manager of the new store.

Pottery News

(*Continued from page 13*)

the Interstate Commerce Commission upon its pro- on freight rates on imported china clay shipped from adelphia port to New Jersey points. The bulk of im- ed china and ball clay imported comes through the of Philadelphia, and where the rail rate of $1.80 or the unloading charge from ship to cars is absorbed he rail carried.

he rate to Trenton from Philadelphia is $1.40 per ton without handling charge of 50c per ton, but to other Jersey ceramic plants the rate is over $1.80 per ton. Commission has held that the unloading charge of 50c on was reasonable and uniform, but while Trenton continue to pay $1.80 per ton, shipments to points iles distant from Philadelphia will receive a reduced rail rate.

---

raunfelter Places New Kiln in Operation

he Fraunfelter China Co., Zanesville, O., has placed ew Marlow tunnel kiln in operation, this being the hotel china plant to make use of a tunnel kiln. The ware taken from the kiln shows a perfect fire.

---

ow and Swan-Bower Stores in Merger

nouncement has been made at Steubenville, O., of erger of the Low's Variety Store with that of the -Bower Co. The two concerns are among the oldest eir character in the Ohio Valley, and have been ssful from the beginning. Both dinnerware and ware are handled by both concerns, also lighting fix-

---

Chemical Industries Plan Exposition

e shortening of the space of days before the opening e Eleventh Exposition of Chemical Industries to be September 26th to October 1st, 1927, at the Grand al Palace, New York City, indicates that a more uni- interest will be shown than ever before in the his- f the industry. It will be interesting to note and at the developments of new materials that will be ited for the first time and which will tend to broaden ope of the student's course which is arousing wide- l interest throughout the trade as well as in all in- served by the Chemical Industries.

management is preparing a Brief on the student's which will be widely distributed among chemists, es, and industries. In addition to this an announce- will be made regarding the brief and coarse by Mr. Howe, Editor of *Industrial and Engineering Chem-* before the educational and the industrial sections American Chemical Society at the annual meeting held in Richmond, Virginia.

Some Things Every Salesperson Should Know

It is presumed that every one knows generally the meaning of socket, outlet, cord and plug as used in connection with electric appliances, but we do know that a great many electric appliances purchasers do not get as much instruction as they should about the uses of these necessary bits of equipment. Just to get the record straight we will quote the definitions of these articles:

SOCKET—usually called a lamp socket—is an outlet in a lighting fixture which is controlled by a switch on the fixture or on some convenient point on the wall by which the current can be turned off and on.

OUTLET is a connection placed in the wall, baseboard or other convenient place, where appliances can be connected direct to the wires which make the circuit. There is no switch control to the outlet and the current is automatically turned on when the appliance is connected.

CORD is composed of parallel copper wires which act as conductors and which carry the electricity from the socket or outlet connection to the appliance itself, through the appliance and back to the circuit.

PLUGS are attached to each end of the cord and complete the equipment for making the circuit complete through the appliance. The rounded plug connects the cord with the lamp socket or outlet; the flat plug attaches to the appliance.

The round plug, which is the circuit end of the complete cord, consists of two parts, the cap and base. These can be pulled apart. The cap is attached to the cord wires in a manner to make a good electrical connection and has two pronglike pieces of metal which, when inserted into the base, make the connection.

The screw threads on the base are supposed to fit any lamp socket. There was a time when there were many and varied screw threads in the sockets—a different type or size for each manufacturer of lamps or sockets—but standardization or simplification has cleared away this confusion. Now any lamp base or any plug base will fit into any fixture.

As a matter of safety and for the best use of the appliance, all appliances should be connected by outlets. This insures a better connection and a better flow of current. A switch is just another hindrance to the flow of current and every switch weakens the flow somewhat.

Many houses have no outlets because they have only lighting circuits wired in. The objective of the Red Seal Home plan, so much talked of today, is to obtain adequate wiring in every house that is built. Adequate wiring will permit the use of appliances in every part of every room in the home. It is sad to relate, but even today some houses and business buildings are being constructed with only lighting circuits wired in.

So in thousands of homes the lamp sockets must be used for appliances. In this case, the plug should be separated, the base screwed into place and then the cap attached. When this is completed, the flat plug should be attached to the appliance or lamp or what ever is to be energized by the current.

(*Continued on page 23*)

SPRING IS HERE —

And all over this great land of ours the annual housecleaning event is in order.

Naturally enough Spring suggests new china and glassware to the good housewife.

Are you suggesting your ware to department and gift store buyers all over this great land of ours through the best and oldest medium in its field—the CROCKERY AND GLASS JOURNAL?

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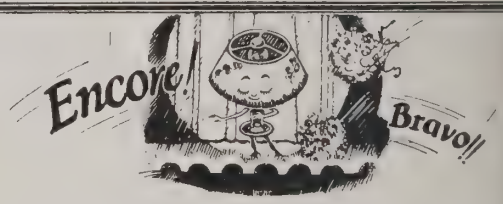
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Retail Trade

ollowing will be found a summary of sales of mail-r houses for March, 1927, with comparisons for the eding month and the like period a year ago:

ail-order	*Mar.*, 1927	*Mar.*, 1926	*Feb.*, 1927
s-Roebuck	$23,254,260	$21,996,406	$20,966,268
. Ward	17,892,739	18,265,921	14,184,130
otal	$41,146,999	$40,262,327	$35,150,398
Chain stores			
W. Woolworth	$19,601,553	$18,308,350	$17,379,054
Penney	9,796,182	7,978,064	7,424,926
Kresge	9,183,218	8,471,963	8,308,771
ory Stores	2,860,075	2,538,344	2,739,589
. Grant	2,789,091	2,360,911	2,248,718
l Pender	997,584	829,201	892,164
W. Grand	878,532	764,630	712,200
. Stores	801,000	684,381	693,055
Newberry	778,180	532,383	630,582
llan Stores	701,229	546,719	574,049
le's Drug	635,794	473,696	588,072
Inc.	612,597	698,920	613,277
er Bros.	391,828	219,259	359,001
Bros.	388,393	298,458	311,008
Kress	3,929,538	3,843,843	3,534,634
s Co.	2,522,429	2,141,437	2,319,337
otal	$56,867,223	$50,636,559	$49,328,437
rand total	$98,014,222	$90,898,886	$84,478,835

ail-order	*Three months* 1927	1926	*Change p. ct.*
ea-Roebuck	$66,300,802	$66,009,868	I .4
o. Ward	45,233,923	48,377.587	D 6.5
otal	111,534,725	114,387,455	D 2.4
hain stores			
. Woolworth	$53,095,090	$48,948,936	I 8.4
Penney	23,412,708	18,421,499	I 27.1
Kresge	25,447,777	23,419,153	I 8.6
ory Stores	7,912,197	6,878,304	I 15.0
. Grant	7,243,030	6,322,896	I 14.4
l Pender	2,820,386	2,399,579	I 17.5
W. Grand	2,248,334	2,040,490	I 10.1
Stores	2,148,571	1,835,105	I 17.0
Newberry	1,993,692	1,308,002	I 52.4
llan Stores	1,820,434	1,399,741	I 30.0
's Drug	1,807,997	1,347,908	I 34.1
Inc.	1,730,654	1,753,691	D 1.3
er Bros.	1,078,938	589,003	I 83.1
Bros.	979,758	752,929	I 30.1
Kress	10,756,422	10,170,039	I 5.8
Co.	7,379,190	6,187,393	I 19.2
otal	151,875,178	133,774,668	I 13.5
rand total	$263,409,903	$248,162,123	I 6.1

il order sales in March showed a gain of 17 per en over February and 2.1 per cent. over March of last ea Chain-store sales in March were also greater than n e previous month and in the like month a year ago, he ercentages of gain being 15.2 and 12.3, respectively. Th combined sales of both registered a gain of 16 per en over February and of 7.8 per cent. over March a ea ago. For the three months' period mail-order sales we 2.4 per cent. below a year ago, while chain stores gai d 13.5 per cent. The combined sales of both mail-ord and chain stores for three months were 6.0 per en greater than a year ago.

Net. Dept. Stores Sales $82,000,000; Net $2,000,000

Net sales of the National Department Stores, Inc., Ne York, and subsidiary companies for the year ended January 31, 1927, including sales of leased departments of $3,555,454, amounted to $82,062,059, as against $79,455,188 for the previous year.

The balance sheet shows net profits of $2,185,024, after deducting operating expenses, Federal taxes, interest, depreciation, etc. This compares with $2,333,319 for last year. Earnings were equivalent to $2.11 on the common stock, as against $2.51 for the previous fiscal year.

Merchandise on hand and in transit and supplies is listed at $13,187,176, as compared with $14,879,475 at the close of last year.

The surplus item of January 31, 1927, is reported as $5,271,392, as against $4,321,491 on February 1, 1926.

Added to net profit is an item of $234,351, which represents profit on sale of leasehold, buildings and fixtures (net) less expenses and losses in connection with the closing of the store of the Fink Company.

Current assets are reported at $25,507,058, against current liabilities of $9,956,351, compared with current assets in the previous year of $26,131,581 and current liabilities of $11,686,431. The report shows total assets of $52,454,441, compared with $53,553,294 at the end of the previous year.

Bloomingdale's

(*Continued from page 9*)

In a letter to stockholders Samuel J. Bloomingdale, president of the corporation, says: "We have deemed it expedient to make substantial increases in reserves which, of course, has the effect of reducing the profits for the year. We have also purchased during the year $450,000 of our preferred stock and have transferred that amount out of our earnings to appropriated surplus.

Some Things Every Salesperson Should Know

(*Continued from page 21*)

Cords and plugs are important in the general scheme. So far the electrical industry has not been able to control the manufacture of cords and some very cheap, unreliable and unsafe cords are on the market. These cords are made of too light wire with too light insulating. The insulating will crack or break and cause short circuit, which is always dangerous. Every merchant should demand the cord that he buys for resale should carry the underwriters' approval. Even some underwriter cord is not safe for all uses. They will approve of a cord for protected use but if this cord is used for a lamp and placed on the floor where it will be walked on, it constitutes a danger.

Builders and contractors often use cords in a seeming careless manner to supply current to electric tools used in the work. They place them on the floor, or on sidewalks and the like, but you will note that these are specially made, strongly protected cords. The household cord will not stand such use.

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Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
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Macy Achieves Highest Profit, $13.18 Per Share

New York Store Reaches $75,000,000 Mark in Cash Sales—Increases Volume by Nine Million

H. MACY & CO., Inc., New York, enjoyed the largest volume of sales and the largest net profit in its history for the fiscal year ending ary 29, 1927, Jesse Isidor Straus, president, an- ced in the annual report of the company issued a few ago.

acy's sales for the last fiscal year were $75,470,- 5, or approximately $9,000,000 more than the l year of 1925 and approximately $19,000,000 more the fiscal year of 1924. Net profits in the last l year were $5,143,937.56, as compared to $4,163,- 5 in 1925 and $3,005,698.37 in 1924. The sum of 8 a share was earned on the 350,000 shares of non stock during the last fiscal year the report oses, as against $10.05 a share in 1925 and $6.70 are in 1924.

e company's affiliated stores in Toledo, O., and ta, Ga., are operated separately and their sales profits do not figure in the report of the corpora- except for a dividend amounting to less than 00 received on the holdings of stock of the La- & Koch Company in Toledo.

dividend of $1.25 a share, payable May 16, 1927, to holders of record on April 29, 1927, was authorized acy's common stock.

Commenting upon the remarkable increase in sales and ngs steadily over a period of years, Mr. Straus at l in his report:

"he policy of this business appears to be approved by e ublic it serves. The policy of selling for cash has ted to Macy's, and should, if the business is soundly d progressively conducted, continue ever to attract, a antly increasing volume of business from that most ntial portion of the community which pays as it goes, hi spends its income only after it has been earned. he policy of selling for cash is concededly the most o mical method of distribution."

e physical plant of the store is in excellent condition d ill be amply able to care for a much larger volume siness, he reported, adding that a continuance of o erity in the future seems to be indicated on the busi- s orizon.

cy's has made notable advances in its services as el s in its financial structure during the last year. It s eveloped an extensive staff of stylists and fashion l rs, operating in this country and abroad, to guide e ore's activities in the field of style leadership and the p vement of good taste in merchandise. A more sci- ti method of selecting employes has been evolved with e d of psychological and psychitric specialtists to in- re he placement of people in positions for which they e st qualified by experience and temperament. The st n of training is being constantly modified to improve the attitude of the salesclerks toward the customer and to improve their individual efficiency. This has been greatly encouraged through a thorough personnel inventory at regular intervals and the filing of executive positions from the ranks whenever possible.

The company's insistence on the wisdom of wage-earners' buying out of income earned rather than income anticipated, and its criticism of the extension of installment buying have served to bring its depositors' account department into special prominence. In this department total cash deposits by shoppers and others, to care for future needs, amounted at the close of the fiscal year to $5,904,-712.40, representing 32,111 active accounts.

Important changes in the financial structure of the corporation were made during the year through the retirement of all the 7 per cent cumulative preferred stock, amounting to $10,000,000. For the purpose of financing this, in part, 5¼ per cent serial debenture bonds were issued by the corporation in the amount of $7,500,000. Those mature serially in annual installments of $750,000, commencing October 1, 1927. There will be a material advantage accruing to common stockholders through this refinancing, with a saving of at least $200,000 the first year through the lower interest rate.

The considerable increase in the volume of business has necessitated additions to the property of the corporation. A large addition to the company's warehouse in Long Island City was constructed, also a large garage adjoining it. Two or three additional suburban depots will have to be built during the current year, it is expected, supplementing the suburban delivery depots now maintained at Mount Vernon, Staten Island, Queens Village, Newark, Hackensack and in the summer, at Red Bank, N. J. The company will find it necessary to make other capital expenditures, in connection with the expansion of the business, to the total of $2,000,000.

At the annual stockholders' meeting to be held on April 12, 1927, the proposal will be submitted to increase the common stock from 350,000 to 750,000 shares. This authorization for the increase of the capital stock is intended for future use as the expanding needs of the corporation may demand and is not intended for the increase of capital at present, the report indicates.

The affiliated stores in which the corporation is interested have had important developments during the year also. The business of the Lasalle & Koch Company in Toledo has required the construction of a two-story addition to its main building, which will be undertaken during the coming summer. The Davison-Paxon Company, formerly the Davison-Paxon-Stokes Company, has entered the occupancy of its new building at Atlanta with the outlook very favorable for a highly successful business therein.

IT WEARS IN SERVICE



THE ECONOMY TUMBLER, LEAD GLASS
(Pat.)

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ROUND EDGE AND THICK

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The Crooksville China C...
CROOKSVILLE, OHIO

Crossroads Store Needs Aid, He Says

nufacturers Must Help Old-Fashioned Merchants, Tregoe Declares—Disappearing Fast

)ur national prosperity, which has benefited so ıy lines of business in recent years, has passed by ırge number of retail merchants, leaving them to e serious trouble caused by modern modes and me- ds, according to J. H. Tregoe, executive manager he National Association of Credit Men.

ın a recent statement Mr. Tregoe said that a great ıy merchants in both large and small communities e "hanging on by their teeth," and that a large ıber of them would be unable to survive much ger in the face of existing conditions.

The automobile is taking a large part of the coun- merchant's trade to shop in the city," he said. "In city the small retailer must meet the stiff com- tion of the chain stores and department stores; both he and the country merchant are further dicapped by the direct-to-consumer supply houses the mail-order firms.

hanges in modes of living and in business methods e brought a particularly severe hardship on the ssroads merchant, Mr. Tregoe said.

The crossroads merchant is passing fast," he con- ued. "Two decades ago one could drive along a ntry road in a buggy and count five or six enter- ing stores in twenty miles. Today, in his auto- bile on the paved highway, one might pass two es along the same twenty-mile stretch.

The automobile and paved roads have caused hun- ls of crossroads stores to close, and it is likely that y merchants in our agricultural sections will fail 927. They are carrying a tremendous amount of en receivables, and will be unable to stand the ap- ing shrinkage."

Ir. Tregoe said that business executives could aid r retailer-customers a great deal and at the same e protect themselves if they would give their deal- needed assistance in merchandising.

Credit department managers and production and keting executives are missing a big bet when they a to see that many old-style merchants need aid if h are to contend successfully with the competition modern outlets," he said. "They must sell their e up-to-date merchandise in the right quantities hat changes in style and the coming of improved ds will not catch the merchants with obsolete ks.

f business executives would exercise practical pre- ive measures they would save themselves many ions this year and would keep many merchants failure; but still the merry whirl goes on, the lucers milling among themselves, the sales de- ments keeping up the merry game of competition, it departments afraid to speak their minds, and retail merchants going down under this disorgan- system."

Answers to Krockery Question Box

1—Crystal, amber, green, rose.

2—Composition of body, care in annealing process, thickness of ware, nature of decoration.

3—A pattern in which any number of pieces may be bought.

4—Fifth Avenue Building.

5—185-B.C.

6—1730.

7—Edward W. Hammond.

8—Finished ware having a lustrous effect.

9—L. S. Owen.

10—A decoration in which the design is first etched by using acid and then filled in with gold.

Gimbel's Breaks Sales Record: $122,679,533

Gimbel Brothers, Inc., operators of three department stores in New York, one in this city, one in Milwaukee and Pittsburgh, report net sales of $122,679,533 for the year ended January 31, 1927.

Sales figures include the Kaufman & Baer Company, Pittsburgh, which was taken over as of February 1, 1926, and represent the largest volume in the eighty-four years the firm has been in business. The increase in sales for 1926 was $13,577,968 more than for the same period last year.

After allowing for dividends on the preferred stock, earnings were equivalent to $3.03 a share on the 622,500 share of no par value common stock outstanding. Average earnings on the junior issue for the last five years was $6.98 a share on the common.

Isaac Gimbel, president, in his report to shareholders, said:

"The company's net profit, after all charges, including Federal taxes and depreciation, was $3,357,570.

"The New York, Philadelphia and Pittsburgh stores have been engaged in extensive building operations, which will be entirely completed within the next six months. These will modernize every plant."

The building plan referred to, says a statement accompanying the report, has given to Gimbel Brothers, Philadelphia, a modern twelve-story building addition, and to Gimbel Brothers, New York, three additional selling floors, together with bridges and tunnels to the sixteen story Cuyler Building, acquired last year.

"Kaufman & Baer, the Gimbel Brothers' Pittsburgh unit," the statement continues, "is being enlarged by the building of a modern two-story basement and another additional selling floor.

"The above improvements will add more than 1,000,000 square feet of selling space to the former area of these three stores and will enable every department to enlarge in a substantial way.

New York Imports

April 6th

S. S. Anaconda, from Rotterdam, Holland
Gimbel Bros., 11 cases glassware
Janover, D. W., & Co., 1 case glassware
Lazarus & Rosenfeld, 20 cases earthenware
Borgfeldt, G., & Co., 59 cases earthenware, toys, etc.
Block, L. D., & Co., 89 cases earthenware and toys
Herbert & Neuwirth Co., 42 cases glassware, 15 cases earthenware

April 7th

S. S. Aurania, from Liverpool, England
Gimbel Bros., 1 case crockery
Globe Shpg. Co., 1 crate earthenware
Meakin & Ridgway, 38 packages earthenware
Guaranty Trust Co., 6 packages earthenware
Vogt & Dose, 3 casks earthenware
Pitcairn, W. S., Corp., 52 packages earthenware and china

S. S. Albert Ballin, from Hamburg, Germany
Berner, A. V., & Co., 1 case crockery, 1 case glass plates, etc.
Commonwealth Bank, 1 case crockery
Khouri, A. N., & Bros., 3 cases earthenware, 4 cases hollow glass
Schmidt, W. H., 2 cases crockery
Specialty Trading Co., 9 cases earthenware
Young, R. F., 10 cases earthenware, hollow glass, etc.
Benziger Bros., 9 cases china, etc.
Steinhardt, A., & Bro., 21 cases toys, crockery, etc.
Friedlaender Co., 1 case crockery, 1 case glassware
Singer Bros., 12 cases toys, glassware, etc.
Koscherak Bros., 3 cases glassware, 1 case earthenware, 1 case crockery
Reimer, F. C., Co., 17 cases crockery, 3 cases earthenware
Hamburg American Line, 1 case porcelain
Sullivan, W. C., & Co., 6 cases crockery, 52 packages crockery
Gallagher & Ascher, 2 cases crockery
R. & G. Import Co., 16 cases crockery, etc.
Levy, J. W., Corp., 5 cases crockery, etc.
Cahn, L. D., Co., 73 cases enameled hollow ware
Inwald, J., Glass Co., 11 cases hollow glass, 22 cases lamp shades
Henshaw, G. A., & Sons, 3 cases crockery, 1 case glassware
Chatham & Phenix National Bank, 4 cases earthenware
Borgfeldt, G., & Co., 12 cases toys, crockery, etc.
Manufacturers Trust Co., 25 cases hollow glass
Rice, I. W., & Co., 3 cases earthenware, 1 case glassware
Straus, N., & Sons, 88 cases glassware, earthenware, etc.
Transatlantic Clock & Watch Co., 26 cases crockery, toys, etc.
Macy, R. H., & Co., 18 cases crockery, glassware, etc.
Bloomingdale Bros., 55 cases earthenware
Straub, P. A., & Co., 42 cases hollow glass
Guthman, Salomon & Co., 14 cases crockery, glassware, etc.
Draeger Shpg. Co., 18 cases porcelain ware
Downing, R. F., & Co., 26 cases glassware, etc.
Sussfeld, Lorsch & Schimmel, 21 cases glassware, etc.
Judson Frt. Fwdg. Co., 16 cases earthenware, glassware, etc.
Chatham & Phenix National Bank, 32 cases glassware
N. Y. Mdse. Co., 119 cases toys, crockery, etc.
Amer. Shpg. Co., 6 cases majolicas
Sheldon, G. W., & Co., 40 cases majolica
Bernard, J. E., & Co., 118 cases crockery, etc.
Order, 1 case porcelain, 2 cases glassware

April 7th

S. S. Cabo Espartel, from Genoa, Italy
Graham & Zenger, 5 cases earthenware

From Leghorn, Italy
Borgfeldt, G., & Co., 6 cases earthenware
Khouri, A. N., & Bro., 33 cases earthenware, etc., 22 cases earthenware, 6 casks earthenware
Wanamaker, J., 63 cases earthenware, etc.
Straus, N., & Sons, 9 cases earthenware
Amer. Shpg. Co., 1 case earthenware
Granata, G., & Co., 42 cases earthenware, etc.

April 8th

S. S. Texas Maru, from Hamburg, Germany
Butler Bros., 41 cases glassware, crockery, etc.
Lisk, S., & Bro., 23 cases toys and glassware
Frankel, J., & Co., 8 cases glassware, 4 cases toys
Bank of United States, 154 cases crockery, etc.
Commonwealth Bank, 105 cases crockery

S. S. Cabo Espartel (Additional) from Valencia, Spain
Loeser, F., & Co., 4 casks crockery
Bloch, L. D., & Co., 88 casks crockery

April 9th

S. S. American Trader, from London, England
Milton & Snedeker Corp., 1 case china

S. S. Cedric, from Liverpool, England
Sellers, C. W., 10 casks earthenware, 2 casks china
Dickinson, E. B., Inc., 19 crates earthenware
Hall, A. E., Pottery Co., 20 crates earthenware
Kuyper, H. C., Inc., 10 crates earthenware
Plummer, W. H., & Co., 1 cask glassware
Edmiston, H. C., 3 packages crockery, 5 packages crockery
Rowland & Marsellus Co., 3 casks glassware, 10 cases earthenware
Davis, Collamore & Co., 4 packages china and glassware
Leyland, P. N., Inc., 1 cask earthenware
Davison, J., Inc., 11 packages china, glassware, etc.
Byrnes, W. J., & Co., 3 casks earthenware
Gerlach, F. C., 21 cases earthenware, 9 packages earthenware
Barth, L., & Co., 3 crates earthenware
Fondeville, A. J., & Co., 18 crates earthenware
Boote, E., 19 packages earthenware
Tiffany & Co., 1 cask china, 2 cases glass, 1 case china and earthenware
Downing Foreign Express, 1 crate earthenware
Leyland, P. N., 4 casks earthenware, 1 crate earthenware

S. S. Waukegan, from Havre, France
Ruegger, C. R., 3 casks china ware
Hall Bros., 1 case china ware

April 11th

S. S. Ascania, from London and Southampton, England
Massey, V., 2 casks glassware, 3 casks china and earthenware

S. S. Homeric, from Southampton, England
Haviland China Co., 68 casks porcelain
Guerin Pouyat Elite, Ltd., 12 packages porcelain
Tharaud, J., Inc., 25 casks porcelain
Vogt & Dose, 17 casks porcelain
Wanamaker, J., 1 cask porcelain

S. S. Martha Washington, from Naples, Italy
Andrews, D. C., & Co., 38 cases earthenware and marble
Vandegrift, F. B., & Co., 11 cases earthenware

April 12th

S. S. Mauretania, from Southampton, England
Dunhill, A., 1 cask earthenware
Caldwell, E. F., & Co., 1 case china
Wanamaker, J., 12 cases glassware, marble, etc.
Sheldon, G. W., & Co., 1 case glassware, 1 case pottery

S. S. President Monroe, from Shanghai, China
American Express Co., 2 cases china ware

From Genoa, Italy
Banca Comm. Italiano Trust Co., 1 case earthenware
Amer. Express Co., 11 cases crockery, etc.

S. S. Roma, from Florence, Italy, via Genoa
Gants, M. A., & Co., Inc., 6 cases earthenware and marble
Bernard, J. E., & Co., 6 cases earthenware, etc.
Order, 1 case earthenware

From Naples, Italy
Gilbert, S., 5 cases earthenware

S. S. Kifuku Maru, from Leghorn, Italy
Hudson Fwdg. & Shpg. Co., 6 cases earthenware, etc.

H. B. Wess Leaves American Retailers, In

Harold B. Wess, managing director of the Ameri Retailers, Inc., has resigned his post as head of group-buying organization. Julius Ritter, assist managing director has succeeded him.

Before joining the buying group, Mr. Wess w associated with R. H. Macy & Co., Inc., for five ye as director of merchandise planning. Since Mar 1925, he has developed the organization to the po where it employs spacious headquarters, has a st of ninety employes, has direct group buying until now amounts to more than $8,000,000 a year.

Mr. Wess and his family will leave for Europe last part of April, where he will spend two months making a study of stores on the Continent. His pl for the future will not be announced until he retur

Mr. Ritter was formerly manager of the New Y office of the Golden Rule, St. Paul, and prior to t he held a similar position with Younker Brothers, I Moines, Ia.

nited States Civil Service Examination

e United States Civil Service Commission announces ollowing open competitive examination:

ASSISTANT SCIENTIFIC AID
(Qualified in Ceramics)

plications for assistant scientific aid (qualified in nics), must be on file with the Civil Service Commis- at Washington, D. C., not later than April 30. The for assembling of competitors will be stated on their ssion cards and will be about ten days after the close ceipt of applications.

e examination is to fill vacancies in the Departmental ice, Washington, D. C., including the Bureau of dards, and vacancies in positions requiring similar fications.

e entrance salary in the District of Columbia is $1,500 r. A probationary period of six months is required; ncement after that depends upon individual efficiency, ased usefulness, and the occurrence of vacancies in r positions. For appointment to the field service the nce salary will be approximately the same.

mpetitors will be rated on general chemistry and entary physics, mathematics including differential cal-, questions on ceramics, and their education, training experience.

ll information and application blanks may be obtained the United States Civil Service Commission, Wash-n, D. C., or the secretary of the board of U. S. civil ce examiners at the post office or custom house in any

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The Merchants Planned a Parade

me six or eight years ago, up in a certain small New and city the president of the Merchants' Association d a special meeting of that body for the purpose of ssing ways and means of stimulating spring business. e assembled merchants decided that a Spring Style v wouldn't do; they had held several. An airplane was next voted down because the merchants of an ning community had recently resorted to this form of ulus."

"Why not a parade?" asked Trapagen, the shoeman. ple will always turn out for a parade."

at suggestion met with instant approval. By all s a parade!

parade would draw the people for miles around, and d get everybody out onto the street. The line of h would be through the shopping center, and every hant would feature special merchandise at specially ctive prices. How sales would boom!

d so the wheels were set in motion for a parade. Carpet Factory band would head the procession. The e Department would march. And the Fire Depart- would roll.

fore the project was three days old, the whole city enthusiastic. Indeed, it seemed as though the entire nunity had just been waiting for a parade. Every-body—organizations, business houses, and individuals—wanted to march or to enter a float. It was going to be a wonderful parade!

And it was a wonderful parade. The only trouble was it got away from the Merchants' Association. When the eventful day came business had to be completely suspended to let everybody participate in the parade, and an entire day's sales were lost!—*The Lillibridge Viewpoint.*

Helps Employes to Shop More

A new employes' shopping service has been inaugurated by R. H. Macy & Co., Inc., New York. Prior to installing the new system, the management found that each employe averages but one hour a week in making personal purchases, as well as those for the members of the family and friends.

The management, after studying the problem, felt that this amount of time was inadequate. So the mail-order department has been authorized to do extra shopping for employes when order blanks are dropped in any of the many order boxes located at various points throughout the store. All merchandise bought in this fashion is sent to the employe's home.

The method of making purchases is explained in the following set of rules:

Employes' order blanks must be used when using this service.

They may be obtained at all superintendents' desks and at the office of each nonselling department head.

Entire blank must be filled in as directed.

You must have your orders in the box by 9 o'clock to be assured of delivery the following day.

Be sure to give your department number in place provided for same.

It is not necessary for you to know the number of the department from which you are ordering.

If shopping for a friend and charging order to your D. A., please give your D. A. signature and your address at the bottom of the order.

Don't fail to let us know whether you want the order sent C. O. D. or charge to your D. A. Designate this by filling space provided for this information.

Don't detach the upper portion of the order blank. It is for filing purposes.

Order boxes may be found at all superintendents' desks, at the entrance of women's and men's locker rooms on the balcony and second floor, and at the second and third specials time sheets on the balcony and second floor as well as the entrance to the delivery department.

Vice President of Montgomery Ward

Albert S. Scott has been named a vice president of Montgomery Ward & Co., mail-order house.

Several years ago Mr. Scott was made secretary-treasurer of the firm. He has been associated with the firm for the last six years and started with them as controller.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

CUTTING STONES, ETC., FOR SALE

FOR SALE—A quantity of glass cutting stones and spindles, also travelers' trunks and two gas kilns, at a low price. Address T. B. Clark & Co., Honesdale, Pa.

DOMESTIC DINNERWARE SALESMAN WANTED

MANUFACTURER of a high class and exceptionally salable line of Ivory Dinnerware has an opening for a salesman on a commission basis to cover Western territory, both North and South. Is only interested in a man with a good sales record who thoroughly covers the territory mentioned. Replies will be treated in strict confidence. Address Box 627 care of CROCKERY AND GLASS JOURNAL.

Buyers in New York

APRIL 7, 1927

B. J. Twitchell, house furnishings, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

W. A. Riordan, house furnishings, Crowley, Milner & Co., Detroit, Mich., 100 West 32nd St.

J. Hertzberg, china, glassware, house furnishings, S. Kann Sons Co., Washington, D. C., 128 W. 31st St. (Weill & Hartmann).

APRIL 8, 1927

F. H. Butterfoss, house furnishings, china, toys, Cleland-Simpson Co., Scranton, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

APRIL 11, 1927

W. B. Mitchell, house furnishings, china, Sanger Bros., Dallas, Texas, 455 7th Ave. (Mdse. & Research Bureau).

In the Mail Bag

(Continued from page 17)

trouble is not so much unscientific taxes but unscientific application or management. A great many public employees are woefully extravagant and inefficient. We believe that 40 to 50 per cent of them could not hold a place with a highly efficient corporation if they would render the same service to the corporation as they render to their government.

We believe there are three things responsible for the condition of the farmer to-day—The Automobile, The World War, and Prohibition. We make this statement because these three things have unbalanced the former equilibrium of our country. The Automobile, the Auto Truck and the Tractor, while a great boon to the masses have effected the business of the farmer. The tractor has enabled the farmer to greatly increase the scope of his operations but the truck in replacing the horse for business and pleasure has not only shut off the business of raising horses on the farm but it has shut off a great market for hay, grain and feed.

The World War with its billions of cost has laid a heavy burden of taxes for years to come but it was also responsible for the present high wages to a very great extent and here in our opinion is the farmers greatest trouble. He has no remedy against these high wages. How can he increase the price of his produce to offset a raise in wages that he must eventually help to pay. He simply has no recourse and there is your answer. Prior to the war a mule driver in a mine received from $1.75 to $2.25 per day, and n they receive about $7.50 per day. The farmer m pay this increase, not only on the coal he uses but the coal that is used in the manufacture and transp tation of everything he buys. We do not believe t the amount the farmer is now receiving for his prod has increased proportionately as the compensation the mule driver in the mine.

We are not proposing to discuss the merits of p hibition but we wish to cite a few pertinent fac The brewers and distilleries used a lot of grain a that consumption, we presume, is largely shut off. I sides they paid to the Government millions in ta which were collected at a very small cost to the g ernment. Now the government is paying millions the enforcement of prohibition where prior to prohi tion they were collecting millions in taxes and th two amounts added together must come from so other source.

There are two kinds of taxes. Obligatory a optional taxes. Obligatory taxes are such that a assessed and the taxpayer must pay, he has no cho in the matter. Optional taxes are such that if t payer considers them a burden, he does not need pay them. The liquor taxes were optional with t individual, if he did not wish to pay them, all needed to do was to refuse to use any liquor. Ta on tobacco are optional, if the smoker thinks the t on cigars and cigarettes is too high he can eas escape the tax by not using any cigars or cigarett We do not ever remember of hearing an individ complain about these optional taxes but we have hea many a complaint about the obligatory taxes.

We can agree with Mr. Root that taxes are too hig but we don't agree that this is the cause of the farme trouble to-day. We would like to see the waste public monies remedied so that taxes could be reduc We don't believe the builder should escape taxes his new property. We believe it is a sound princi that those that reap the greatest benefit should p the greater share. We believe that present conditio causes the distress of the farmer by taking more fr him than is properly returned thereby causing economic inequality.

John G. McConnell to Leave Pomeroys

John G. McConnell, general manager of Pomero Inc., department store, Harrisburg, for the last six yea had his resignation accepted by the Executive Board of t company.

For the present Mr. McConnell plans to take a rest a a vacation and later may go into business for himself, was learned.

Mr. McConnell has long been active in State and n tional retail circles. He is president of the Retail D Goods Merchants of Pennsylvania, a director of the Pen sylvania Chamber of Commerce and represents the N tional Retail Dry Goods Association in this State.

Before joining Pomeroys in 1921 he was in the me

ising business in Scranton for twenty-odd years, f this time with the Scranton Dry Goods Company. an active member of Kiwanis and president of the hin County Fair Association.

B. F. Drakenfeld Move

(Continued from page 11)

lace which is ideally fitted in every way to their re- nents.

e building consists of five stories and basement with asement and stands on a plot fifty-five by ninety feet vill be used for the sole occupancy of the Draken- oncern.

ce the establishment of this business in 1869 the rn have always been located in this district of the nd it is a singular coincidence that this removal nark the third time they have been located on Park l. In the early seventies, they were at 21 Park Place n 1880 they moved to 27 Park Place. In 1913 they over the building at 50 Murray Street and are now g back to Park Place.

F. Drakenfeld & Co., Inc., is the pioneer company s country to specialize in colors, chemicals and other ies for the pottery, glass and enameling industries. growth of the business has corresponded to the de- nent of these industries in this country.

e company has manufacturing establishments at Chi- Ill., and Washington, Pa., and maintains branch offices at East Liverpool, O., and Chicago.

e company owns the Wheeling Pulverizing Co. and lineral, Mining & Milling Corp., with properties re- vely at Wheeling, W. Va., and adjacent to Embudo,

e officers of the corporation are as follows: Mrs. B. rakenfeld, Chairman, Board of Directors; B. F. nfeld, Jr., President; William Hoffmann, Vice-pres- ; Oscar F. Zeiller, Vice-president; Scott J. Court- Secretary-Treasurer. The above, with Dr. R. R. ly, constitute the Board of Directors.

Butler Brothers Long Established in Northwest

In an article published in the March 31st issue of the CKERY & GLASS JOURNAL referring to the purchase utler Bros., of the stock of McDonald Bros. Co., in eapolis, it was erroneously stated that this was t r Bros.' initial entrance into Northwestern terri-

As a matter of fact, the concern of Butler Bros. had a large distributing house in Minneapolis 1907. It is eight stories high with two base- s and has five hundred and fifty-six thousand e feet of floor space. The concern has carried plete line of crockery, china, glass, house fur- gs, gifts, shop goods, dolls, toys and other holi- oods for the past twenty years.

Czech Glass Cutters Riot

Bohemia's famous glass-cutting industry is greatly agitated over the adoption of modern machinery to replace the process of cutting by hand, which has been the source of livelihood of thousands of families.

Fearing ultimate destruction of their handicraft, 1,000 irate glasscutters, representing an ancient guild of craftsmen, invaded a half dozen factories and summarily demolished large stocks of machine-carved glassware. Intervention by the police failed to pacify the rioters, and the disturbances are spreading throughout the glassware belt.

Production of a carload of machine-cut glassware requires less labor than a single hand-cut case, the revolting glasscutters declare. They say that the foreign markets still demand the hand-cut wares and announce their determination to halt further invasion by technical appliances calculated to destroy their profession.

Cut Glass Factories Wrecked in Bohemia

Owing to the introduction in North Bohemia of American standardization methods, by which certain grades of cut glass no longer are made, the Iser Mountains region has been greatly affected and many glass works have been put out of business.

As a result a demonstration of 1,000 glass workers occurred in Tannwald and Morchenstern, and several factories were wrecked and the cut glass machinery demolished. The demonstration lasted three hours, but only factories containing cut glass machinery were sabotaged.

Two of the leading Deputies representing North Bohemia glass centres now have appealed to the Czechoslovak Government for protection for the factories and property.

A considerable proportion of the output of these North Bohemian glass factories is shipped to America and England.

British Fair Drew American Buyers

The outstanding feature of the recent British Industries Fair was the large attendance of American buyers in search of novelty goods. Activity on the part of buyers from the United States was particularly marked in the mechanical and soft toys section. Large inquiries for briar and other pipes indicated an increase in the pipe smoking tendencies of the American. Substantial orders were also placed for novelty leather goods. A novelty of particular interest to American buyers was an electric hair brush which prompted proposals involving a contract for the sale of 50,000 to 100,000 of such brushes annually in the United States.

The British Industries Fair has become established as a great commercial attraction, more than 150,000 buyers from all parts of the world having attended this year.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China
Metal Goods and Housewares Trades

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

UNITED ARTS AND CRAFTS INC., *47 W. 47th Street.*
Modern ceramics in unusual forms, colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Herbert Glass & Import Corporation, 366 Fifth Avenue, representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

AMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

CONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

OSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

ILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

HE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

USQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

HE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

/ESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

NITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

'ESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

AMPS, SHADES AND LIGHTING FIXTURES

HE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

ICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

ORMAN HAWTHORN, *225 Fifth Ave.*
Wrought Iron Lamps. "The Better Kind." "Ann Murphy Shades."

HOENIX G'.ASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

HE H. E. RAINAUD CO., *225 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Dela Croix & Monroe, representatives.

HE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

DOMESTIC POTTERY

W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St.*
F. D. Van Arsdale, New York Manager. Art Pottery, Jardinieres, Baby Plates and Sets, Bird Baths, Carden Pottery.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY
120 Fifth Avenue
Entire 5th Floor
N. W. corner of 17th Street
Telephone Watkins 8467

Glassware
Imperial Glass Company
Huntington Tumbler Co.
The Silver City Glass Co.
Lewis County Cut Glass Co.

Dinnerware
The C. C. Thompson Pottery Co.

Underglaze Hotelware
Cook China Co.

Pottery
Oxford Pottery Co.

DECORATORS

FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *200 Fifth Ave., Room 208.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*
Representing Fenton Art Glass Co., *Glassware, cut, colored and plain.* Sterling Glass Co., *Fine Heavy Cut Glass.* Westmoreland Glass Co., *High Grade Table Glassware and Specialties.* Indiana Glass Co., *Pressed Table Glassware and Lamps.* American Bisque Co., glazed flower pots, bulb bowls, etc. Co-Operative Flint Glass Co., *Table and Soda Fountain Glassware, Aquaria, etc.* Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
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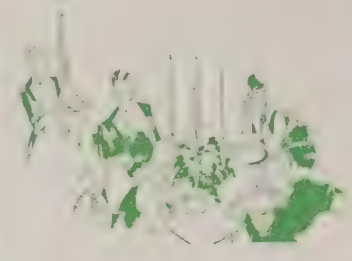
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IN THIS ISSUE

Some Interesting Facts About Italian Pottery. This is a mighty interesting article by E. T. Simondetti who knows whereof he writes, containing a brief outline as to the various kinds of pottery and a word about the history of the art.

News of the New York Trade

What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

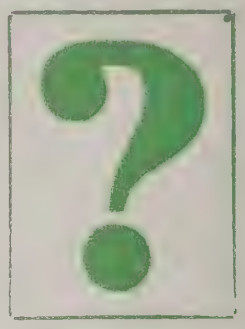
Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Vol. 104, No. 16

APRIL 21, 1927

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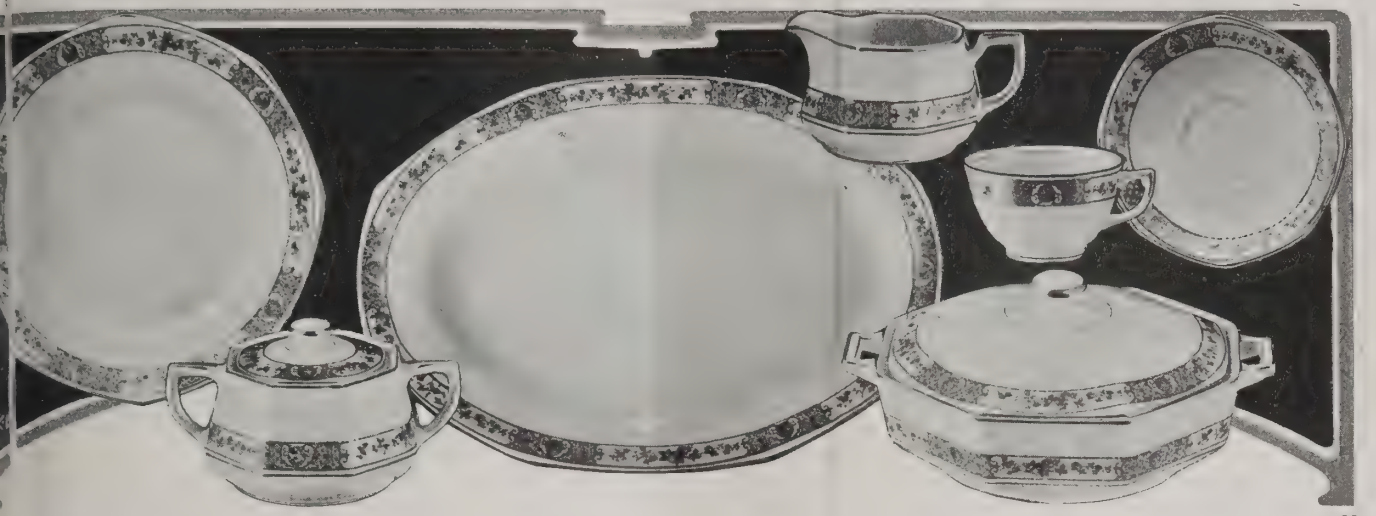
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Vol. 104. No. 16. April 21, 1927.



The Yellowstone Dinner Service

Decoration Y-31

The tremendous success achieved by the Yellowstone Dinner Service, Ivory body, octagon model, is an outstanding event in the history of the pottery craft.

The Laughlin Establishment operates six plants, with a total capacity equivalent to one hundred kilns. Three of these plants, with an aggregate capacity of forty kilns, are devoted almost exclusively to production of the Yellowstone. The distribution of that shape alone for the last half of 1926 approached ten thousand dozens per day, all decorated. The daily production of Yellowstone, if placed in line, would stretch ten miles. Imagine an unbroken line of decorated dishes, all in one shape, stretching from the Battery in New York to the Harlem River and three miles beyond, and you may have some idea of the daily sales of Yellowstone.

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AS THE EDITOR SEES IT

Passing the Buck

The old worker for hire, who was contented with doing the job he was told to do, and no more, is, in the opinion of the Department of Labor of the Chamber of Commerce of the United States, rapidly disappearing. His place is being taken by the employee who takes the trouble to know what his job is about, what part he plays in his industry and what the problems of that industry are.

"There is no doubt," says the Department, "that the better employer-employee relations existing in industry today are due not alone to good wages, but also to enlightened study and attention being given to the human element. What about tomorrow? Is it a responsibility we can afford to dodge?"

Businesses in three or more industrial states, it is pointed out, are working in cooperation with their State University Extension Department in the Development of Economics for Workers. A dozen industrial concerns, representing more than half a million employees are working on similar lines.

"The whole thing in a nutshell," says the Department of Labor "is that keen employers are making it their business to find out what their men are thinking about and attempting to give them answers in an understandable way. The growth in employee stock ownership, profit sharing and other methods used by industry are arousing interest of the workers to learn facts—what it is all about, with a view to ascertaining just what is being done in this field of "employee economics" the Department has embarked upon a nationwide study of the subject.

The West and the Automobile

The automobile has left in its wake a trail of problems but the trail is broader in the rural districts and in the western cities than in the more highly organized East, it is found by A. B. Barber, Manager of the Transportation Department of the Chamber of Commerce of the United States.

"The West," said Col. Barber, who is also Director of the National Conference on Street and Highway Safety, "has particular reason to be interested in measures for curtailing the ever mounting motor accident toll. The records show conclusively that in general western cities present much worse accident hazards than cities of states which have adopted modern vehicle legislation and methods of control and, furthermore, recent surveys disclose that in the rural districts, which predominate in a large part of the West, automobile fatalities are increasing much more rapidly than in the urban areas."

"Uniform laws and regulations," Col. Barber continued, "are as fundamental to the safe and efficient use of motor transportation as standardized manufacturing processes are to successful mass production of motor vehicles. Economy and efficiency in the field of motor operation and control are still at a low ebb. This is reflected in great economic losses due to congestion, delay and damage on our streets and highways and continual appalling increase in motor vehicle accidents."

Some Interesting Facts About Italian Pottery

A Brief Outline as to the Various Kinds and a Word About the History of the Art

By E. T. Simondetti*

IN an age and country of patterns and dies, system, symmetry and "matching," equalization, standardization and co-ordination, quantity and quick turnover, super-efficiency and mass production, a reaction, slowly but noticeably, is taking place.

True, things in the United States are no longer "made"; they are "ground" or "turned out" by machinery and more machinery. Smiths, Guilds, Crafts have become names only. But Americans are young, vigorous and imaginative. They feel the threat of an excess of purely mechanical development. The very wealth produced by this has created the opportunity for self-expression. They will not have their individuality ground into a lifeless mass or submerged into a monotonous, meaningless sameness. The soul cannot be standardized, classified and filed away.

What has this to do with Italian pottery? you ask?

Just this: A people who have thrived on machinery-made products since the World War are instinctively turning to the products of craftsmanship. In seeking self-expression they are taking to the things that express individuality of others, as shown in the products of imaginative artisans and handicrafts men. And Italian pottery is supremely such a product.

The appreciation and understanding in this country of this pottery, hand made and individually decorated, is recent and still limited, but spreading constantly. The signs point to an early coming into its own of this product in America. The time is at hand when the buying public will recognize the artistic value of a piece of pottery, when it will not compare sizes to judge values, when it will not seek the greatest volume for the least money.

Artistic pottery has become a most important part of "Gift and Home Decorative Lines." While the older and more restrictive meaning of usefulness, that is, "usage making," is still the dominating motive in buying pottery as well as other gifts, the newer and broader meaning is strongly pushing ahead. For buyers are realizing that useful is not only that which can be made use of, but also, and eventually mainly, that which by its presence, polishes, refines, broadens and elevates. The highest harmony is reflected in harmony of lines and colors. A piece of Italian pottery, even an inexpensive specimen, is an object of beauty.

Before sketching the various styles, makes and their history, I believe it will not be superfluous to refer to some of the names by which Italian potteries are known. Much confusion exists as to the use of names n the United States but even in Italy.

Different terms are used indiscriminately to the same ware, and then again one term may b designate different wares. For instance, the wor lica" (the obsolete spelling is "majolica," the J being a vowel, called the long I, once used n diphthongs). In this country the term "maiolica" ly applied to a ware painted on white backgro raised fruit and flowers and is better known in It the name of "ceramic." This in itself is not application of the term, because ceramic is th name given by the Greeks to all kinds of pottery.

On the other hand, in Italy the term "maiolica" to the ware which is generally known in Englan France as Faience, which is made of clay cove metallic glaze which renders the clay impervious ing.

In other words, while in the United States "maiolica" designates a more inexpensive ware, it usually designates the finest and most expensiv its kind. A general division of various Italian in accordance with the popular practices and c Italy, may be made as follows: Ceramic, maioli meiolica, terraglia (literally, earthenware) and t

Ceramic is made with white clay or caolin an with a crystal like glaze. It is usually distingu its openwork, modelled fruits, flowers, leaves painted in natural colors.

Maiolica is made of clay varying in color acc the locality, but usually red, covered with a h the basis of which is either tin, or lead with anti other metals. It is absolutely water-proof and maiolica lasts for an indefinite time.

Semi-maiolica is made like maiolica, but is c a softer metallic glaze, the basis of which is lead

Terraglia (earthenware) is covered by a gl called in Italian "Bianchetto" (whiting), the which varies according to the locality, but cont metal and mostly soda or common salt. To usually belongs what is known as "Peasant Po

Terracotta, as the name indicates, is baked glazed. These are general divisions, but in betw are numberless grades, these varying accordi quality of the glaze which is determined by th and kind of metallic solution it contains.

Only persons with lifetime training in the ar tinguish at first glance the various qualities o

* Reprinted from the Jewelers' Circular.

of course, applies to all potteries and not alone ılian. But irrespective of quality, all Italian pot- the great charm and value which is the result of rk.

pottery is very seldom moulded, only when spe- es other than round are required. Plates, vases, all turned and shaped at the wheel.

maiolicas are the only ones which are decorated by the artist's free hand, while most French for instance, are made by transferring a certain om piece to piece by means of perforated paper der. It is this fact of every piece being hand decorated that makes it impossible to find two actly alike. That gives a meaning to the word ien applied to Italian pottery, different from that has when related to objects moulded, stencilled ne made. This causes disappointment to some s, for the habits of many years are difficult and radicate. The mania of "matching" everything s in some quarters, although it is more and more d everywhere that "matching" and symmetry do harmony, that two objects can make a pair if onize even though their designs be different and ony, not exact likeness, is beauty.

s the concrete expression of the highest human why should anyone want two things alike? Have seen two human beings, two leaves, two flowers, two stones, two God-made anything alike? What tist than nature? You may be sure that if two hings match exactly they are man-made.

gin of pottery is prehistoric. One of our primi- ors noticed one day that the wet earth on which lked kept the mould of his foot after drying and arth under the fire he had made became hard, olor and held water. Out of that earth he made hich to keep drinking water and other beverages. n for the purpose he had used empty shells, s, the skulls of his enemies, and principally ani- . From the Greek word *Keras,* which means the word Keramic or Ceramic.

r, the origin of Italian pottery, as we know it d, in fact, of all European potteries with the ex- the Hispano-Moresque, dates only from the ry. The development of this art was part of lous re-birth of western civilization which took in Italy, particularly in the arts and sciences, afterwards to France and England, and known naissance. It coincides with the discovery of hich marked the end of the Middle Ages.

that period the making of artistic pottery in s confined to the Moors in the south of Spain. only unglazed kitchen ware was made for use r. The rich, the nobles, the feudal lords, going to castle with their retinues, or the Crusaders vessels, took with them most of their posses- as massive chests and pieces of furniture, kit- able ware made of tin, copper, iron, silver and o breakable articles such as pottery and glass.

t development of the pottery art followed immediately upon the heels of that of painting and poetry, in the 16th Century, but fairly successful experiments had been made at the end of the 13th Century, after the return to Italy of the Venetian Marco Polo from China. In fact, maiolica or faience was the outcome of attempts to reproduce in Italy some of the Chinese porcelains brought back by Marco Polo, and one of the designs still in great vogue is that of a red carnation on maiolica made in Faenza which was copied from one of those porcelains.

It was Luca della Robbia who died 10 years before the discovery of America at the age of 83, who brought Italian pottery into great fame by an entirely new process of making maiolicas. A goldsmith and a sculptor, he devoted many years to finding a cover or glaze that would render pottery immune to the action of time and to the elements. He finally succeeded with the invention of a mixture of tin, antimony and other metals.

To the city of Faenza goes the honor of having developed to perfection the use of tin glaze and having sent all over Europe its maiolicas, so much valued that they became known by the name of the city: Faience, which is the French for Faenza.

Faenza is not the only instance in which the name of a locality has given the name to a certain ware, as the word "Majolica" itself was derived from Majorca, the Spanish Island on which the Moors had developed the making of their potteries with hard glazes, potteries that were marketed by them all over the Mediterranean.

Faenza, however, was only one of the many localities where the ceramic art flourished, for throughout central Italy, that cradle of the Renaissance, arose centers of activity in this art that vied with each other. Each locality developed characteristics of its own even in the treatment of styles evolved by other factories. These characteristics and artistic treatment have been handed down from generation to generation. On the other hand, factories and artists, usually guarded very carefully the secrets of their invention and discoveries in the making of special glazes, or firing of certain colors, so that in many instances there have been lapses during which these secrets were lost and the making of certain potteries stopped until the processes were rediscovered.

From the name of the localities, from those of the artists, or of the factory owners, or from the process employed to make particular kinds of potteries, these have taken their own names. These names are many, varied and rather confusing to the layman.

I will mention first in alphabetical order some of the potteries which have taken their names from localities and which are being imported at present into this country. Subsequently I will mention names of styles and potteries deriving their names from other sources.

Amalfi. Like *Capri* and *Sorrento,* this is a name given in this country to special importations of Neapolitan maiolica and semi-maiolica, made of Neapolitan red clay, with a lead glaze very thin and almost transparent. The decorations are simple: concentric lines, flowers, fruits, castles. The finish is usually crude; predominating colors soft:

(Continued on page 23)

CAUGHT IN THE NEWS NET

QUIETUDE reins along crockery and glass row which as every buyer knows is Twenty-third Street west from Fifth Avenue including the Fifth Avenue Building. The inquiring reporter made a tour of this important thoroughfare visiting the trade on both sides. "How's business?" usually brought forth the reply: "Rather quiet just now." Further questioning would bring out the information that few buyers have visited the mart for the past week or two but that better business is anticipated in the near future. In practically every case it was admitted that although business for the first three months of this year has seemed slow, sales were as good if not better than a year ago. There was an exception to this rule in one of two cases but the majority admitted that business as a whole was improved.

Julius E. Bieber, of the Joseph Inwald Glass Co. sales force, is back at his desk after a two weeks' absence caused by his being drawn for jury duty in Brooklyn.

The many friends of George Izen, formerly china and glassware buyer for Meyer Bros., Paterson, N. J., will be pleased to learn that the housefurnishing, china and glassware business which he is conducting at 89 Broadway, Paterson, is meeting with success. Mr. Izen was china and glassware buyer for Meyer Bros., for 34 years and is well-known to the trade.

Among the gift shop buyers visiting the New York mart during the past week were Miss Francis S. Boyd of Scarsdale, N. Y., Miss Gaylord of the Blue Door, East Orange, N. J., and Miss Winifred McDonald, Forest Hills, N. Y.

M. S. Benford, who handles the Anchor Manufacturing Co. line in New York, is planning to locate in new quarters it is said about the trade. Mr. Benford's lease for his showrooms at 22 W. 23rd St. expires the end of this month. At this writing Mr. Benford had not definitely selected his new location.

"Gus" Algren, china and glassware buyer for Meyer Bros., Paterson, N. J., was a visitor to New York this week.

Robert Hammilton of the Bartlett Collins Glass Co., Sapulpa, Okla., is in New York for a week in the interest of his firm.

Sailing aboard the *Columbus* for Europe on A will be Paul A. Straub, head of the well-known ch glassware importing concern bearing his name. Straub is going on his usual semi-yearly visit to t tories he represents in this country. This will als the initial trip of his brother, W. T. Straub, also firm, who will accompany him as assistant and purpose of being initiated into the work with the f so that he can relieve his brother of this respo when occasion requires. W. T. Straub will be go a month or six weeks, while his brother Paul will longer.

Miss Sara L. Miller, who conducts the Crocke at 208 Bond St., Asbury Park, N. J., reports that at the shore resort for the ensuing season loo promising. The hotel ware and housefurnishing the Crockery Shop is handling are having good s

---

H. Plager & Sons, who sell "Everything for the in their store at Hackensack, N. J., are complet show windows which when finished will give the s largest show windows in Bergen County. Two windows will be devoted entirely to china, glass an furnishings. M. J. Simon, china and glassware b the firm reports that he is planning to add many ne in these lines to his stock.

E. W. Hammond, manufacturers' agent, return urday from Weston, W. Va., where he spent seve conferring with officials of the Louie Glass Co.

Leon Anthony Buyer for Howland S

Leon Anthony, son of George Anthony, of A Inc., Brooklyn, N. Y., who has been associat his father in the latter's smart china and glassw in Brooklyn for several years, has returned to the ment store field, having been engaged as buyer c glass and lamps for the Howland Dry Goods C Bridgeport, Conn.

Mr. Anthony was formerly, like his well father, identified with the department store busin ing been buyer for a number of years for the J. son Co., Detroit, Mich., before associating hims his father's store.

A Lucky Non-Break

ther day a salesman for a prominent New York g house on Twenty-third St., handling English s carrying an armful of a dozen imported plates the company's showrooms. This ware was of the nted center type and valued at $25 a plate or $300 As the youthful salesman breezed along his foot stumbled over a fold in the floor covering and s lurched perilously forward.



lly a minute the salesman jockeyed back and e a tight-rope walker in a circus and then one e dishes starting from the top crashed to the floor. ast dish crashed the salesman was on the floor n for as the dishes started falling he kneeled so fall might be lessened.

rtunate part of the incident was that the dishes such sterling quality that not one was broken, the picking up each dish intact and thankfully going

ade Mark Symbolizing Fine China

gh introduced only about a year ago the ight trade mark which appears on the china his name, and, which ware is handled by the importing house of Graham & Zenger, 104 Fifth Ave., had created quite a name and reputation. It is now well known in the trade and is most distinctive in itself showing the figure of the knight on horseback in black against a gold background. Naturally, of course, its main value lies in what it stands for, namely, the quality ence of this ware, and since it has come before s attention the Graham & Zenger firm report y nice business has been received as a result. every piece of this china bears the Black Knight l the firm in sponsoring this trade mark had one ght in mind. That was to have the back of the ware finished off in keeping with the excellence of the face. It will be found upon inspection that there is no material difference between the two sides.

OBITUARY

Mrs. Jennie Liff

Many in the trade will sincerely regret to hear of the passing of Mrs. Jennie Liff, who had been connected with the glass decorating concern of Hirsch-Malgood Co., since the company started in business about twelve years ago in the old Prescott Building on Broadway. This was when the concern specialized particularly in glass spoons and became widely known by its slogan "The Glass Spoon House of America." Mrs. Liff worked in different departments of the business during her career with the concern and in this way became well acquainted with the trade who held her in the highest esteem for her sterling traits of character which were appreciated by all with whom she came in contact. Mrs. Liff had not been in the best of health for some months and had not been to business for some little time, but her illness was not considered serious. Last Sunday she left her home in Bensonhurst intending to go out on Long Island. She suffered a heart attack on the subway station platform and passed on before medical aid could be summoned. She was in her fifty-fourth year. She was a sister of Mrs. Julius Hirsch, wife of Julius Hirsh, head of the Hirsch-Malgood Co.

New York City Trade Fair

Of forty-five lines of business in New York City reporting to *Bradstreet's* this week, eleven were better than, twenty-two equal to, and twelve below a year ago. Two reported collections better than a year ago, thirty equal to a year ago, and thirteen below a year ago. Following is a summary of lines reporting sales ahead, equal to, or below a year ago.

SALES AHEAD OF YEAR AGO

Brick, who. or mfrs.
Cement, who.
Chemicals, mfg.
Chinaware, who. & job.
Cigars, mfg.
Clothiers, men's, ret.
Glassware, who. & job.
Hardware, ret.
Laundries.
Machine tools, mfg.
Plumbers' supplies, who. and job.

SALES EQUAL TO YEAR AGO

Boxes, wooden, mfrs.
Cloaks and suits, women's, mfg.
Dairy prod., who. and job.
Electrical goods, who.
Foundries, mfg.
Fruits and vegetables, com.
Furs, who.
Glass, window, who.
Hardware, who. and job.
Hats, men's, mfg.
Hotels
Iron and steel, who. and job.
Millinery, who.
Millinery, women's, mfg.
Paints, mfg.
Patent medicines, mfg.
Pianos, mfg.
Rayons, who. and job.
Silks, who. and job.
Suits, men's, mfg.
Tailors, custom, men's, ret.
Women's clothing, ret.

SALES BELOW YEAR AGO

Automobiles, ret.
Coal, ret.
Coal, who. and job.
Dresses, women's, mfg.
Fur goods, mfg.
Jewelry, mfg.
Jewelry, ret.
Jewelry, who. and job.
Lumber, who.
Silk goods, mfg.
Woolen goods, who. and job.
Worsteds, who. and job.



WHAT THE POTTERIES ARE DOING



Expect to Know Soon Whether Additional Kilns Will Be Erected in Pottery District

WHETHER or not additional tunnel kilns will be erected in the eastern Ohio pottery district during the current year may be determined before the close of the second quarter, it was rumored here this week. It is admitted that the operation of tunnel kilns permits greater production and a lowering of overhead costs, a rather important factor in the general ware industry at this time. With the Homer Laughlin China Co., Edwin M. Knowles Co., and the Taylor, Smith & Taylor Co., operating tunnel kilns, the capacity of these concerns will be materially augmented, and in order to keep these kilns in steady operation as is required, these interests will of course scour the market for new business. With this increased kiln output available, what effect will the situation have on the smaller or old-type plants? This query is frequently referred to hereabouts and some are of the opinion that eventually important changes will be brought about because of the change in the manufacturing situation. There are others, however, who declare that there will always be business for the smaller plant owner, but that the latter will be compelled to put greater effort forward to obtain business. Then there are some who go so far as to make the suggestion that some of the smaller generalware interests would not make an unwise move if an arrangement could be worked out where several plants could be consolidated and a modern tunnel kiln plant erected to take the place of those of old-time construction. No move has ever been made in this direction since the time an effort was made by the Dasposes interests to form a consolidation of generalware plants here. That a change is taking place in the pottery industry, none can deny at this time.

William Daley Dies in California

News has been received here of the death at Burbank, Calif., of William Daley, sales manager for the Empire China Co., of that place. Mr. Daley was a former resident of this city, and at one time was a manufacturers' sales agent with offices in the Renshaw Building, Pittsburgh, Pa. He had been in the west for many years, and was in business in the State of Washington before going with the Empire interests.

West End Adds Twelve New Decorations

Twelve new decorations have been added to the dinnerware line of the West End Pottery Co. during the last weeks, these including borders and sprays. Consideration is also being given to the introduction of a new shape, but, it was said that should a new shape be it will not be placed on the market until next De and then for early 1928 delivery. J. C. B. Beatty doing specialty work out of this office, and C. M of Oklahoma City, Okla., has been appointed rep tive for the West End interests in the southweste tory. R. F. Brown of Greenville, Tenn., is now re ing this line in the southern territory. Arthur formerly eastern salesman for this firm is no lon ering this territory. Although it was rumored h the West End plant might go into the production it was definitely announced this week that the pr would be held to a white body exclusively.

J. Charles Knowles, western salesman for the H Taylor & Knowles Co., has returned to the hor following a brief trip over his usual territory.

William Tritt Resigns

William Tritt, for the last three years general of the Scio, O., plant of the Albright China Co., ton, O., has resigned, and has returned to his form at Niles, O. The Scio unit has been inactive f period of time, and no date has been set for resum activities there. Operations are continuing, how the Carrollton plant of the Albright Co.

Employment in Generalware Plants I

While some producers of dinnerware in this di clare that an improvement in general business there are others who refer to the present situation In all, however, employment in the generalwar hereabouts is slightly better than a month ago, e in the smaller shops. The large potteries, howe working on practically full time schedules, and v siderable future business on file. The usual an contract business is being shipped weekly, and s partment stores are said to be taking a little large of ware than was specified for February shipme would indicate that the latter distributors are being with an increased demand for dinnerware. Bo terns are selling better than for some months, demand for sprays and small sets continues usual. Occasionally the statement is made that tail distributors are selling large sets in greater but that the selection is out of open stock patter bers appear to be taking their usual seasonable v ware, both in white and decorated, but in ref

are some jobbers are taking more volume than their usual custom.

Specialties produced in this district, such as bridge luncheon sets and similar compositions are in rather improvement.

Adjust Dresden Pottery Litigation

Order of foreclosure has been issued by the common court of this county in the matter of the Potters Loan Co. against the Dresden Pottery Co., East Liverpool, against whom the plaintiffs have recovered a judgment for $118,407.22. This court order was anticipated was necessary before the situation existing at could be cleared, and the property again placed on active list. The date of the sale has not been fixed, and no appraisement has yet been made. The has been in charge of Patrick McNicol, former owner of the Standard Pottery Co., and it is considered likely operations will be resumed later under the management of Mr. McNicol, and as soon as the present matters litigation are adjusted.

Chain Stores Reported Considering Expanding

Manufacturers here have shown interest in the reports that have been coming into the district during the last few months concerning the 1927 expansion program of several of the larger popular priced syndicates. Should these increase the number additional stores and the usual policy of the chains continue in the maintenance of a dinnerware section additional business will come into this district. The W. T. Grant Five-cent—$1 syndicate proposes to open 50 new units this season, these stores being opened in the Northwest and the Middlewest. A number of units are to be opened by the Kresge interests, it is said here, both in the Five and Ten cent line and also in the 25-cent to $1 line. New buildings are proposed it is said for some of the Kresge stores. For many years the Kresge stores have been taking goods out of this district, and the opening of these stores means that shipments to this concern should show a material increase. C. S. Goss is manager of the Chicago buying office for the new Grant stores.

Newark, N. J., Has Pottery Company

William D. Neis, Newark, N. J., is said to be the head of the Auxhall Art Pottery Co., recently formed there with capital stock of $10,000. The plant will produce white ware exclusively.

Bennett Pottery Reports Business Gain

Decided improvement in business is reported by the Bennett Pottery Co., Baltimore, Md. This plant is working on a steady schedule, it is reported here, and new business is declared to be very active receipt.

Ivory Body Orders Holding Up Well

Orders for ivory body dinnerware, it is said by local manufacturers, are holding up exceptionally well, and it appears as if ivory dinnerware will remain in active request for some years to come. The National China Co., Salineville, O., and the W. S. George Pottery Co., East Palestine, O., were the last two producers to make a feature of ivory body, and the line has been in steady demand at both factories since first presented. Although there are more kilns in the production of white ware than ivory, yet several manufacturers admit they were literally forced into the ivory body business. Later in the year the Taylor, Smith & Taylor Co., will feature an ivory body, but this line will not be shown until after the new tunnel kilns are placed in operation by this interest.

Take advantage of the sales possibilities of Color

COLOR presents a problem, ranking in importance with the cost of manufacturing a product. An increase of sales through color is no longer an uncertainty, provided good judgment is used in selecting the colors and the raw materials needed to produce the color. *R & H* colors and chemicals used in coloring have proven a dependable source of supply offering materials of high quality and uniformity.

SEND FOR COLOR CHART

R&H
REG. U.S. PAT. OFF.

CERAMIC CHEMICALS
MINERALS, OXIDES
and
SERVICE

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York

"America's Leading Ceramic Material House"

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

Glass Manufacture Antedates History

The manufacture of glass antedates authentic history. It is only about three-quarters of a century, however, since its true character was ascertained. It is now generally conceded to be salt—a chemical compound resulting from the union of an acid with a base. The acid is silicia, the same that is found in quartz, or the quartz particles of sand. Hence the use of sand in its manufacture.

The base may be potash (or soda), together with alumina and lime—or lead may take the place of lime. Lime makes a hard glass, one less susceptible to acids and suited to windows and chemical purposes. Lead, a softer, more fusible and more lustrous article, suitable for optical instruments.

(Continued on page 31)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Favorable Weather Aids Sales of Glassware in Stores and Factories

FAVORABLE weather during the last few weeks has not only caused an increase in retail buying, but the situation has reflected upon the demand for seasonable lines of flint glassware at the factories. From practically all parts of the country come reports to local factory offices of an improvement in department and chain store sales, and that the gains already shown for the current season are quite in advance of the volume of business recorded for the same period a year ago.

So far as the glassware lines are concerned, this is declared to be true, on account of the more active business now being received both from department stores and also from the larger syndicates. It appears, however, that the blown and stemware lines are in far better request now than a year ago, and concerning the different lines of colored glassware, many distributors report sales going ahead of the first quarter of 1926, while others announce that the local demand for glassware is running to the crystal instead of the colored lines. The department store and specialty shop sales are running largely to items suitable for gifts, but it is not denied that many retail purchases have to do with glassware for home service purposes. Plates in colored glassware are in very heavy demand in many sections, it is said by factories producing such lines, and just now there is a stronger demand for the vase line. Tableware glassware, so far as the pressed line is concerned, is in moderate seasonable request, and considerable more business can be conveniently handled at the different factories on these items. The specialty glassware lines, in both colored and crystal and crystal decorated are in quite steady movement.

Another Woolworth Store

Another Woolworth store is to be opened in this district May 1, a location at Taremtum, Pa., having been selected for this additional unit. The store space is that formerly occupied by the Jaffe Furniture Co.

Kaufmann Pays $2.00 Dividend

At a meeting of the Board of Directors of the Kaufmann Department Stores, Inc., a quarterly dividend of $2 per share on the common stock has been authorized. This will be payable April 28th o stock of record as of April 20th. This dividend has been maintained quarterly for many years on this stock.

Bankruptcy Petition Filed Against Lamp

A report has been received from Chicago, Ill. filing there of a petition in involuntary bankruptcy the Federal Lamp & Shade Co. The liabilities ha placed at $15,000 and the assets $4,000. Some t the debtor effected an adjustment with the credit there has been default in the payment of the com notes, it is said.

Contracts Awarded for Zihlman Fac

Contracts have been awarded by the Zihlman G Cumberland, Md., for the erection of its new facto The plant will cost about $35,000, exclusive of eq and the latter will cost approximately $15,000, i the tanks, lehrs, decorating department and finish chinery. The factory will be under the manage Albert E. Zihlman, and will have a capacity of than 1,000 dozen items daily, which will inclu known in the general line and also tumblers.

To Erect New Glass Factory

A new glass factory is to be erected at Okmulge by the Pine Glass Co., of which H. G. Pine h named general manager. This new factory will co $250,000, according to reports received by factory here, and that about $50,000 will be spent in eq and machinery. This company will enter the c field, and a full line will be produced, with an o probably three carloads daily.

New Martinsville Guest Sets Popul

The New Martinsville Glass & Mfg. Co., New ville, W. Va., is having an excellent run this se its line of guest sets, which are being produced in colors of glass. The set is packed three dozen to rel, with a shipping weight of only 140 pounds. may be had in crystal, blue, green, amber and a

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Gimbel's May Enter Buffalo Fiel

Glass salesmen traveling New York State territ ward the report from Buffalo, N. Y., that Gimb New York City, may enter the Buffalo retail fie report relates that representatives of the New Yo pany have been in Buffalo looking over availab but at this time no definite announcement has be whether or not the firm will determine to enter t or not. The Kaufman & Baer store here is on Gimbel units.

Big Demand for Glass Containers

nand for glass containers for kitchen use is said to adily increasing this spring. While a large volume se items are demanded for kitchen cabinet use, there any other containers now on the market that are or kitchen purposes outside of the cabinet assort- Many stores are now making a special feature line in the housewares section, and in addition to ne of glass accessories these same stores are also g the full line of containers for similar use, but in y. In the glass line, however, the name of the con- generally shown by the label, which is a part of the while in the pottery line the content is in colors.

Glass Business Better for 1927

n present indications, flint glass factories are going e better run of business during the first six months year than corresponding records for 1926 showed. acturers have been operating more steadily this year hey did during the first four months of 1926, and o many new items added by the different factories own for the first time last January, demand has teady. Not only have the new 1927 lines been active, especially as to the specialties but the best items in the 1926 line have also been in rather request.

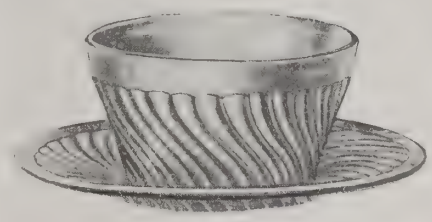
Westmoreland Doing Big Business

The Westmoreland Glass Co., Grapeville, Pa., which ined an elaborate display of its numerous lines at Pitt hotel here last January, is declared to be in the f one of the most active spring seasons in the his- this plant. There is hardly a dull or slow moving its entire list, and because of the wide variety of ire line, the factory is just as busy in the decorating nent as in the producing end.

aukee, Wis., representative of glass factories here formed home offices that the Sears-Roebuck inter- actively engaged in the completion of preliminary n its new unit there. A 12-story building is to be by this large Chicago, Ill., interest, which will con- er 1,000,000 square feet of space, and of this proximately 75,000 square feet will be devoted to a ection.

Glassworkers to Meet At Atlantic City

The annual wage conference between committees rep- ng the American Flint Glassworkers' Union and representing the National Association of Manu- rs of Pressed and Blown Glassware will be held ntic City, N. J., this year as usual. These confer- ill begin July 18, it has been announced by Secre- hn Kunzler of the Manufacturers' Association, be held at the Hotel Marborough-Blenheim, where s wage conferences have been held for some years. nsidered probable that present scales will be con- but it is admitted that the manufacturers will op- y upward advance in existing schedules.



Illustrating our No. 1710 Finger Bowl and Plates. A graceful shape in spiral optic effect. A tremendously popular seller. Made in crystal, amber, green or roselin.

Westmoreland Glass Co.

Grapeville, Pa.

MANUFACTURERS OF
HIGH GRADE GLASSWARE
PLAIN, CUT AND DECORATED

For Gift Shops
Florists
and Table Use

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue
BOSTON
H. P. & H. F. Hunt,
41 Pearl Street
Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO
R. A. Keel
4439 Greenview Avenue
CHICAGO, ILL.
PHILADELPHIA
Fred Stott,
1007 Filbert Street
SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street
LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.
SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

THE DUNCAN & MILLER GLASS Co.
WASHINGTON, PA.

Particularly Charming

Is this bowl with low candlesticks to match—the newest addition to our No. 101 line of stemware and other tableware items.

The series of rings—a feature of the shape—adds a note of individuality.

Made in crystal, amber, green or rose.

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Murt Wallace,
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Chicago
F. T. Renshaw,
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

What's New in New York Showrooms

Mercer's Distinctive Fernwood Pattern

Outstanding among their many new and original treatments which are to be viewed at their showroom, 200 Fifth Ave., is the Fernwood pattern from the Mercer



Pottery Co., Trenton, N. J. Here is an idea that is distinctive carrying out the effect of free hand painting. The Fernwood pattern was produced with the idea of fitting in with the decorative scheme of the tastefully appointed home, and is particularly suitable for use with colored glass that is now so fashionable. It harmonizes beautifully with colors of blue, amber and green. Then again it is appropriate for use in conjunction with the Spanish type of home furnishing. It is equally adaptable to any type of walnut or maple furniture. It utilizes old fashioned garden flowers such as the California yellow Poppy, the blue Cornflower and the yellow Columbine in an original and pleasing manner. The colors employed with the cool green tint of the leaves give it a summery atmosphere. The motif worked out in a border arrangement incorporates the use of four different sprays. There are two large sprays repeated on opposite sides of the rim and three smaller alternating ones. A thin double edge line in green and a traced knob and handles of the same color complete a decoration of delightful balance. On the hollow ware items the treatment is on the inside as well as on the outside of the items.

Meakin & Ridgway Show Many Charming Patterns

For a diversity of splendid decorative treatments that are well worth a visit of inspection, the display rooms of Meakin & Ridgway, 129 Fifth Ave., present a most unusual selection in which there is something to suit every requirement in dinnerware. From the factory of Ridgways, Ltd., for which the firm are American representatives there are three decorations that are particularly worthy of special mention. One of these is the Gissing pattern shown on the Blenheim shape, which by the way, is a reproduction of the old Queen Anne shape combining most effectively the antique with the modern. On plate an embossment is carried under the shoulder w serves as a semi background for the brilliant colors w are applied over and under the glaze. The over flower is the sunflower while under the glaze are flowers in all their natural colors. A tangerine is use the color of the sunflower that is particularly bril The Spring pattern which is on the Marlborough s is the second of these splendid treatments. It is en different and presents a combination of rich flowers entirely under the glaze. It presents a fine type of hand painting and introduces a conventionalized fl in excellent colors in a full rim decor which runs the shoulder. ich tones of blue, yellow, red, pu green and black are the colors used while a black bo line completes the treatment. Distinct individuali achieved in their Haledon decoration. This is also o Marlborough shape and features a new combination in pastel colors. Its soft grays and pinks done unde glaze are worked out in a fanciful treatment aroun rim and on the center of the plate. The effect gain most pleasing. Adding further to the charm and taste of these three patterns is the rich ivory glazed of the Ridgway china which furnishes a perfect ground for the treatments.

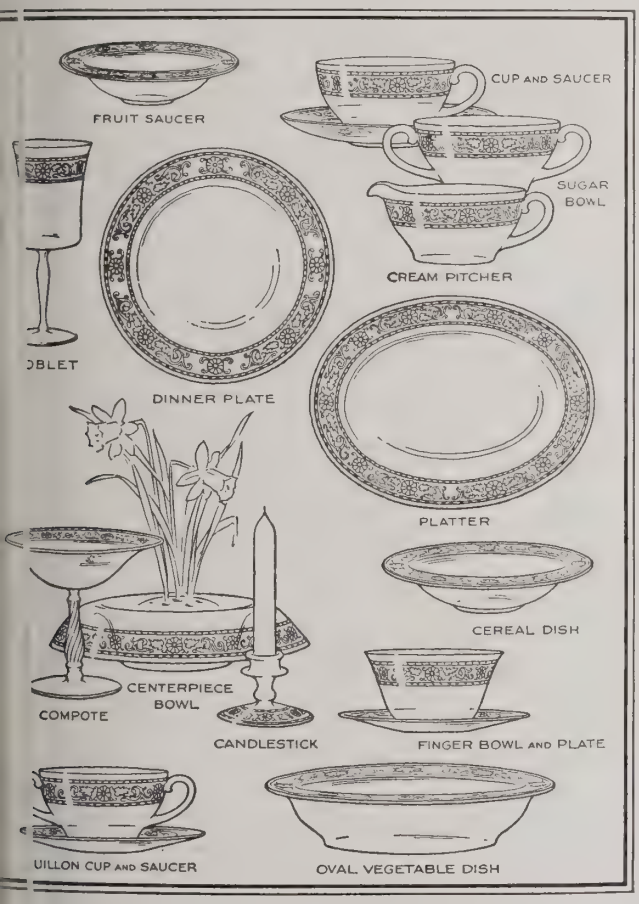
National China Ivory Body "Catches On"

There is ample reason for the manner in which National China Co.'s new ivory body dinnerware is t with the trade. When this factory, with its exc reputation for producing a fine class of ware annou at the end of 1926 that it would turn its plant into the duction of an ivory body, it created no little int When the new line appeared, it was quite up to the standard of this factory's past reputation and introdu light toned ivory that "caught on" immediately. factory have also been happy in their choice of pat which seem precisely suited to the ivory backgr How delightful these decorative effects are, entails to the salesroom of the concern's New York repres tive, D. King Irwin, 200 Fifth Ave., where a con display is maintained. Sprays in a wonderful prof of colors and combinations of colors are dominant i exhibit. One of their very newest, the No. 423 pa for the short time it has been shown has received a s did reception. The motif is a generous spray of peas in combination with three smaller sprays of the flower. Perfect natural colors of yellow, two shad lavender, green and a delicate reddish pink blend ha niously, while a black edge line makes a perfect ou Another very pretty treatment is to be seen in the 437. This consists of a verge border covering the fl This is worked out in a branch effect in conjunction

fanciful flowers. A wealth of color has been intro- in this featuring green, yellow, black, blue, etc. finished off with a dark brown edge line. Entirely ent from any of the others and a motif that gets from the commonplace is their No. 425 decoration. a quarter inch verge border is used in combination hree flower baskets spaced equally around the flange. g to its charm three floral sprays are placed between askets just below the verge border while a spray of me character adorns the center of the plate. Such as buff, green, pink and lavendar outlined in black tan edge line have been used as the color scheme is number.

Fostoria Glass Dinner Service

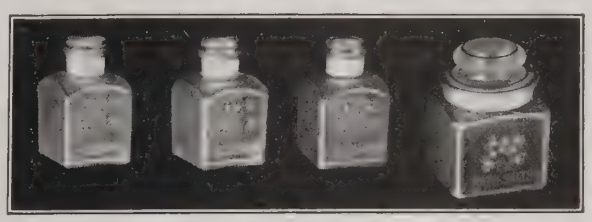
The accompanying illustration conveys some idea of mpleteness of the glass dinner service made by the ria Glass Co., Moundsville, W. Va., which is an in- le feature of interest at their New York salesroom. piece necessary for the full course formal dinner



included among the items, the newest addition to the ing an after dinner coffee. New York manager L. Weddle has illustrated how exceedingly attractive rvice is by arranging a table completely set for . This at once shows the buyer the beauty of the nd how practical and refreshing it appears on the A lovely centerpiece to match filled with flowers the middle of the table around which is grouped w candlesticks fitted with tall candles. This table ement displays the line in an ideal way. The particular service described is in the concern's latest color innovation "Orchid"—a delicate light toned shade that gets away from the ordinary in colored glass and at the same time blends nicely with almost any background. For those who desire a color other than Orchid, there is also green or amber to select from as well.

Warrin's Distinctive Toilet Bottles

Of special interest to the retailer as an all-year-round seller with an assortment of shapes and designs that lifts it entirely out of the ordinary class, is the line of toilet bottles shown by the well-known decorating house of Edmondson Warrin, Inc., 43-45 West 13th St. We show herewith two different shapes and decorative creations that will add distinction to the furnishing of the well ap-





pointed bath room. The upper illustration of Decoration No. 229 shows a very substantial and graceful appearing shape with the floral decoration in colored enamels with a gold basket, gold names and lines. The lower cut pictures the No. W 400 Gold treatment, a rich half-inch gold encrusted border, with gold names and lines. This is also furnished in sterling silver deposit if desire.

Susquehanna Peach Color Featured By Hamilton

T. W. Hamilton, 139 Fifth Ave., who represents the Susquehanna Cut Glass Co., Columbia, Pa., in the New York market has an assemblage of items from this factory that is conspicuous from a standpoint of diversity of designs and shapes. Outstanding among the many items is a line of peach colored glass that is deserving of all the enthusiasm it has created. This is one of the most fetching colors shown in glassware. It is exceptional for uniformity and richness. There are five decorations in this color, which show a variety of distinctive and well executed light cuttings. The range of salable articles shown includes items for nearly every purpose. Candy jars, mayonnaise sets, cheese and crackers, handled trays, console sets., etc., in new shapes and clever new treatments. In addition to peach, a selection also may be had

(Continued on page 30)

CHICAGO OFFICE
312
SOUTH
CLARK
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Renshaw Nominated for G. P. L. and H. A. Presidency

FRED RENSHAW, manufacturers' agent, was nominated for president of the Glass, Pottery, Lamps and Housefurnishings Association at their meeting held at Mandel Bros. on Thursday of last week. The nominating committee's other selections were Walter Minnemeyer for vice-president, Frank P. Tinker for treasurer, and J. W. Power for secretary. Sam T. Natkin, retiring president, was recommended for chairman of the executive committee. The annual election will take place on Thursday, April 28, at which time the new officers will be definitely placed in office.

There were fourteen in attendance at the meeting and discussion of the various plans for the future conduct of the Association was held. A golf tournament has been suggested for the summer months to be composed of three meetings at six weeks' periods. The details of this tournament will be worked out by a committee appointed by the president. The committee includes Clyde Reasner, E. M. Meder, F. B. Tinker, Bert Rinkin and George Turn

A prize of a beautiful watch for securing the members during the past year was presented to M Simpson at this meeting and the presentation speech made by Clyde Reasner.

Those who attended the meeting were: D. W. B Martin Simpson, Lewis Simpson, Frank Tinker, Fr Renshaw, E. M. Meder, J. H. Smythe, T. J. Foy, Rinkin, Mr. Hoirman, Clyde Reasner, J. W. Power Kenney, Mr. White.

A new loop department store, "the first one fo in State Street in twenty-eight years," opened its on April 29. The store, Warmington, Inc., is loca 32 North State Street, in the old fifteen-story Re building, which was formerly occupied by part of man's store.

At first only the basement and the first seven floor be used by the new firm, although it owns all of the ing. By 1929, when leases of tenants in the upper s are to expire, the concern will occupy the rest of the ture, it was announced.

Extensive refinishing of the lower half of the bu was completed at a cost of approximately $600,00 cording to Leo Becker, manager. The total inves of the company in the property is in the neighborho $2,000,000, he said.

Mr. Becker, until he accepted the post here, w many years a consultant and adviser for merchan institutions in various sections of the country. He in New York City.

"I have come here," he said, "because of my conf that Chicago has the best retailing possibilities i world. I believe that in thirty years this city will big as or bigger than New York City."

Charles E. Canfield and G. W. Swigart, Chicago ness men, are president and secretary-treasurer, r titvely. A. E. Warrington, formerly of Los Ange closely associated, but does not at present hold Mr. Becker said.

R. Y. Cliff, treasurer and general manager of the China Co., recently visited the Chicago manager, Evans.

Directors of Albert Pick, Barth and Company de the regular quarterly dividend of 43¾ per cent on th ticipating preferred stock, payable May 16 to stockh of record April 25.

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er are some exceptional values in footed water goblets, h nd low footed sherbets, cocktail, wine, ginger ale i d tea glasses.

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Manufacturing in 1925

THE summarization of the reports gathered by the Department of Commerce at the biennial census of manufactures for the year 1925, was noted briefly th April 9th issue of *Bradstreet's*. The feature of inest n this summary were the increase of 4.1 per cent th total value of all manufactures, as compared with the previous census year, the gain of 3.9 per cent in "lue added by manufacture," and the decreases of p cent in the number of active establishments, of 4.4 c t in the number of wage earners, and of 2.5 per t. the total wages paid, these decreases contrasting h rise of 8.1 per cent. in the amount of horsepower pl ed.

Som points worthy of mention are revealed by a conera on of the statistics covering the various great up of industries. Food products led in value of out- , t s displacing the textiles group from the leading iti it occupied in 1923. Manufactured food prodl a total value of $10,418,536,000 in 1925, an inase f 12.9 per cent over the preceding census year, and pp ed 16.6 per cent of the aggregate value for all intri . There were 48,113 establishments engaged in n ufacture of foodstuffs, or 25.6 per cent of the al mber of factories. The food industries also in e cost of materials employed, but were exceeded th textile, iron and steel, machinery and lumbering up n the number of wage earners and the total wages d. The paper and printing and transportation equipnt roups also reported higher wage totals than the ds roup.

The following table compares the important statistics the arious groups of manufacturing industries in 1925 with the previous census year, together with the summary for all industries for the last four census years:

Textiles manufactured in 1925 had a total value of $9,122,858,000, a decrease of 3.5 per cent. from 1923. The "value added by manufacture" was $3,774,803,000 a decrease of 7.2 per cent. from the previous census year, but the largest reported for any industrial group in 1925. The textile industry led in the number of employees and in the total wages paid, with 19.4 per cent. of all wage earners and 15.4 per cent. of the aggregate pay rolls for all industries. The decline in the total value of textiles produced in 1925 partly reflected the lower prices prevailing for those commodities as compared with 1923, while the gain in foods indicated an improvement in prices for that class of goods. Generally speaking, it will be found that the changes in the values of the products of the various groups are, very roughly, paralleled by changes in the prices of the commodities manufactured by those groups.

The third largest total production in 1925 was reported by the iron and steel group, which had an output valued at $6,461,668,000, a decline of 5.3 per cent. from the previous census year. This group ranked second in the total wages paid and fourth in the number of employees. Next in value of output was the chemicals group, with a production of $6,430,027,000. Transportation equipment was valued at $5,451,753,000, and machinery at $5,020,-281,000.

Of the sixteen groups of industries tabulated, five showed decreases in the value of their production in 1925, as compared with 1923, while eleven recorded gains. Of

(Continued on page 31)

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Gain Shown in Industrial Output for Feb

Industrial output increased further in February a slightly larger than a year ago, according to the F Reserve Bulletitn, and distribution of commodities railroads was larger than for the corresponding pe any previous year. The general level of wholesale continued to decline and was in February at the level since the summer of 1924.

Production of manufactures increased in Febru the second consecutive month and the output of m after declining in January, advanced once more in ary to the record level reached last December. I production and employment, however, continued than during the corresponding month of last year. duction of iron and steel has increased steadily sin cember and reports indicate that operations of ste in March were at almost the same high rate as 1926.

Automobile production increased from 234,000 January to 298,000 cars in February and weekly fig employment in Detroit factories indicate some furt ditions to production in March but output has co much smaller than a year ago. The output of b materials was smaller during the first two months year than in the corresponding period of 1926. Th of building contracts awarded in February was 3 p smaller than in the same month of last year, but for the first three weeks in March were in approx the same volume as in 1926. Contracts in South

(Continued on page 31)

gain the Crockery and Glass Journal Leads!

Starting with the April 7th issue the Journal inaugurated its own Krockery Kwizz—the first in its field. This included a list of ten questions all pertinent to the china and glassware trade which necessitated the donning of the old thinking cap. Answers are contained in the same issue.

Here's the KROCKERY KWIZZ for this week. What can you do with it?



ne one important reason why glassware is practl for oven use.

at American firm handles Royal Worcester ware a uses as its slogan: "English Wares of Merit?"

o is reputed to have put in the most years' ser- v in the crockery and glass trade and how many yrs has he served?

at city in the United States produces the most gl sware?

at city in France holds a similar position to the abe?

6—What are the principal ingredients of glassware?

7—What is the most famous and artistic pottery in the United States and where is it made?

8—On what seven points does the beauty of a dish depend?

9—What is the first firing in chinaware manufacture called?

10—What are the main processes in the manufacture of dishes?

SPRING IS HERE —

And all over this great land of ours the annual housecleaning event is in order.

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Easter Buying Proves Fair

TRADE and industry still display many irregular and conflicting features, says Bradstreet's. In wide areas of the west, southwest and south, and especially in the Mississippi valley and tributaries, the seasonal Easter urge toward spring buying has been retarded by excessive rains, high water and bad roads. In the eastern half of the country the weather has been more uniformly springlike, and a good business has been done, with the net result of an expansion of buying over a year ago. Wholesale and jobbing trade has tended to quiet. The commodity price trend has apparently been downward, with farm products, notably the grains, eggs and wool, weaker, and grains at the lowest of the season. Industry likewise shows rather mixed conditions. Steel buying has been rather lighter, prices have favored buyers of semi-finished steel, and production has sagged from the 95 to 100 per cent of some weeks ago to 90 per cent of mid-April. Petroleum production has been large, and crude and gasoline prices have again been cut. On the other hand, soft lumber prices have stiffened on curtailment in the Pacific northwest by agreement, and in hardwood by weather interrupting production. Despite the talk of indifference as to the soft coal strike, a good deal of unbilled coal has been bought, and slack is firmer all around, whereas coke is weaker. Iron ore prices seem stabilized, as last year's quotations rule.

Additional monthly returns for March show that steel output broke that month's high record of last year, and the first quarter's total output was close to the 1926 q In cotton manufacturing a new high record of con tion in bales was set up in March, despite the fac fewer spindles were operating and exports were the million mark for the seventh successive month the result that 2,323,000 bales, or 35 per cent more a year ago have been shipped, and the entire excess of production over 1925 has passed into trade cha In building, the decreases reported in earlier retur practically confirmed for the month and the quarter tail trade for March shows the prevailing irregular large gains in chain-store sales, small increases in order business, and a small decrease in department sales. For the first quarter, chain stores alone show these of very liberal proportions. February railway a ings show 1.7 per cent in gross and 10.4 per cent operating income on a 4 per cent gain in car loadings two months, gross gains 1.4 per cent and net ope income gains 1.9 per cent on a 3 per cent gain loadings. Soft coal production's drop of 40 per c April from the March peak is reflected in a notable s age in car loadings, which are, however, still heav excess of a year ago. New York state employme 5 per cent from a year ago in March. Cement outp shipments in March and the first quarter were the h on record for those periods.

The general situation may, perhaps, be best su

(Continued on page 31)

Italian Pottery

(Continued from page 10)

orange, yellow, and dark reds. These names as apply yles of pottery are only known in the United States, not in Italy.

Issano. From the town near Venice where the mak- of pottery dates from about 200 years ago. This is known in this country also with the name of Nove, h is a suburb of Bassano and where the same style ork is done.

Issano and Nove have been called the rivals of Dres- because of the resemblance in the style of their wares, h are usually of a white paste made with the caolin d in the Bassano hills, and often with open work, ated with raised fruit and flowers modelled with very te details. Dinner ware either in porcelain, maiolica semi-maiolica and painted with flowers, figures and capes is also made in Nove and known under that . They reached the apex of their development in 8th century. Many of their pieces are in the Baroc of those days. Their urns are particularly liked in nited States.

Capodimonte. From the suburb Naples by that name. factory, mostly porcelain, existed from 739 to 1821. real Capodimonte pieces therefore are all antiques 100 years old. But there are modern imitations, and tyle cultivated by that factory has been used by s in later days. This style is distinguished by ex- e elegance of shapes, delicate modelling in relief of s often Greek or Roman classical subjects, and also ral shells and other products of the Mediterranean

Cori. See Amalfi.

Castelli. One of the potteries recently introduced to the of the United States but which has become rapidly n. It had its origin in the 14th century and the n product sold here is almost entirely antiqued. he most popular articles in this pottery are the vases. aracteristics are: light; pale, vague and delicate , yellow, purple and carmine dominating, a soft green is used for the foliage. The designs are usual- vers and landscapes done with great care and detail.

Deruta. From a city in the Umbria region. One of the best known in this country, particularly for its tea reakfast sets, plates, bowls and pitchers. Also one the oldest makes in Italy, for the potteries of Deruta ack from the 14th century.

uta has originated shapes and decorations that have adopted by other pottery makers. On the other n Deruta are made styles and shapes originated else- , but always in the characteristic manner of the y which is easily recognized.

uta had attained such a high standard of work, that 3, the government of Rome exempted the inhabi- of the town (at that time almost in their entirety d to the making of pottery) from taxation, in con- ion of the fact that Deruta was sending its beautiful cas to the Roman market every week.

y different styles of decoration are made in Deruta. The principal ones that find favor in this market are:

Caffaggiolo. A style originated by the once famous factory of Caffaggiolo, in Tuscany, with very fine but distinct lines, orange and blue predominating.

Old Deruta. Their original design, a bold sort of scroll work, blue and manganese red dominating.

Riccetti. Consisting of many fine curly lines in blue with medallion in turquoise green (Riccetti in Italian means little curls.)

Squame. "Fish Scales," which is remindful of this with its miriads of small curved lines in rows, row over row.

The unicolor or plain color Deruta ware, particularly the yellow and pale green is much appreciated and imitated in this country. Deruta makes also a ware with light gold reflexes. Its tiles are held in great esteem in Europe and in this country are especially popular at this time for making tops of tea or end tables or to put under coffee and tea pots.

From Deruta are also received vases worked in graffito finish to which I refer further on, always in the characteristic color of orange, blue and pale green.

It is interesting to note that making of artistic pottery in Deruta had died out after nearly four centuries of glory and that it is only in the last 35 years that the art has been revived.

Etruscan. A pottery made, as the name indicates, in the region that was once Etruria, as it was made by the Etrurians, 2,500 and more years ago. This pottery is not well known or appreciated in this country probably because to the layman's eye it looks very much like the usual terra-cotta. It is made with a very fine clay found only in the region that was once the center of Eturia, which can be pulled at the wheel, to a thinness like that of porcelain. It is very light in weight and museum pieces, particularly vases and pots thousands of years old, with bas-reliefs depicting heroic or love scenes, are today reproduced to perfection. An interesting feature of some of this pottery is that it is covered by a red varnish called coralline, the secret of which had been lost for many centuries and was rediscovered only a few years ago.

Faenza. From the city that only gave its name to tin-glazed maiolica as already mentioned, but also to jugs, vases and other objects there originated. Even before the making of tin-glazed maiolica—faience, which dates from the 15th century, Faenza during the 13th and 14th centuries made artistic objects of semi-maiolica which was a terra-cotta or "terraglia" glazed with a lead mixture.

The main characteristics of Faenza wares are: a body thin and light weight, glaze very hard and brilliant, decorations carefully painted in graceful lines on bluish or white background.

Gubbio. From the city where it was originated. This ware is known in the United States also as Italian lustre ware because of its metallic reflexes. The discovery by Mastro Giorgio (Master George) of the secret possessed but not revealed by the Moors, of glazing pottery with metallic reflexes, from the palest gold to the deepest ruby coincided with the discovery of America. In 1498 Mastro Giorgio was elected governor of Gubbio in recognition of

(Continued on page 25)

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Italian Pottery

(Continued from page 23)

work. Some of his plates made at the beginning of 16th century are among the finest specimens in the sington Museum of London.

was particularly in this ware, sometimes mistaken Hispano-Moresque pottery, and in the 16th century, the custom originated to hang plates on the walls, for rich young men of the nobility used to order these s with the portraits of their sweethearts. The secret ring metallic reflexes was lost in 1576 with the death lastro Cencio, second son of Mastro Giorgio. Artists chemists for a long time raked their brains to redis- r it, but it was only in 1856 that it was found again.

ontelupo. This is usually semi-maiolica and terraglia, ed in bright colors with designs of long leaves and l lines. Known particularly for its pitchers or jugs, the long spout. Montelupo jugs were once used ghout Tuscany and Umbria to pour wine and were so erous that even to this day there is the saying: "As known as a Montelupo jug." Montelupo jugs are made in other parts of Tuscany and also in Deruta.

iples. See Amalfi and Ceramic.

ove. See Bassano.

vieto. From the city where pottery was first made before the Renaissance. The modern product bears same designs of the early specimen, characteristic eval designs. The body is hard, light and thin. The s are simple, green on a gray, tan or white back- nd, for in the 12th and 13th centuries the reds were et used.

saro. This maiolica rose to its greatest perfection and y in the 16th century. Like many other factories aly, became decadent in the 17th and 18th centuries it is only in the last 40 years that it has flourished . During the period of decadence after the Renais- and before the Unity of Italy, as I have stated be- the secret of various processes were lost with the of their inventor or that of his children. Pesaro he secret of firing a bright carnation red and found ain only a few years ago. This maiolica is distin- ed by the high quality of its glaze; decorations of the colors; pale yellow, pure blues and a peculiar brown

diluco. A pottery by an establishment of recent date aithful to the best tradition of the 16th century, n in this country particularly for its large pieces with dic design, executed by skillful artists. Also noted e skillful way in which the colors are let dripping pottery with wonderful effects.

man. A pottery reproducing the best models of many made in a region where the Etrurians and the Falis- produced beautiful specimen thousands of years ago. tyles of this pottery are many, among others the 15th y style of dark brown or black design on brown round, the heladic, Persian and raised figures. s: pastel greens, reddish browns, dominating in some, he addition of deep reds in others. The antiquing of this pottery softens the colors and just now is rising to a great vogue in this country. Its vases are particularly adapted to lamps. In this pottery are also found some excellent graffito pieces.

Savona. A faience of hard glaze, with subdued colors principally blue and orange on white or bluish background, with line drawings representing castles and personages of the 17th century.

The following do not derive their names from localities, but from processes of making, artists, etc.

Ceramic. As already stated this generic name has become a conventional name applied to a product which in the United States is still erroneously known as "Majolica." It was perhaps the only Italian pottery popularly known in this country 30 to 40 years ago even before the plaster figures were sold in the streets. Since the War it has again become very popular, in my humble opinion principally because it is a vivid expression of life in its gayest aspect, and of nature in its fullest productivity. The main characteristics of ceramic are the cupids, children figures, flowers, fruits and birds raised and fully modeled by hand, painted in bright and natural colors. They adorn almost every conceivable article, baskets, imitating straw or wicker, vases, powder jars, marmalade jars, nut dishes, candlesticks, table centres, ferneries, flower pots, etc., etc. Many articles are in open work made with long strings, spaghetti-like, shaped by hand around forms, in contrast with the open work of Nove and Dresden which is usually cut through.

Peasant Ware. Usually of terraglia, glazed with "bianchetto." It pertains to the kind of ware made and used by the peasants. Its principal charm consists in the simple, artistic decorations all done by free hand, usually a rose with a branch. Though inexpensive, it has met with great favor in this country.

Della Robbia. This is perhaps the style best known in the United States—from Luca della Robbia, who originated it in the 15th century. Its characteristics are wreaths of raised fruit, white figures on blue background, bas-reliefs of exquisite workmanship. This style has been applied to almost every conceivable article of modern usage.

Graffito. In this country, Italian potteries are becoming more and more known by their various names, which are derived in some instances from the names of the places where they are made in others from the name of factories or their owners, in others from the name of the artist who originated a particular style, and in others again from the way in which they are made and decorated.

To the latter belongs the Graffito pottery, which has met with such favor in this country during the last few months. Graffito is a kind of very old decoration done by super-imposing one layer of clay to another of different color, or a film of color to another color, and then with a steel tool, while the piece is still soft, scratching the upper layer, following determined designs, until the layer underneath appears. The term graffito is from *graffiare:* to scratch.

Raphaellesque. A style of design named after its originator—Raphael. Scroll-work, with winged dragons, dol-

(Continued on page 30)



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Decline in Germany's Toy Exports in 1926

Consul F. van den Arend, Berlin in *Commerce Reports.*

Germany's toy exports in 1926 showed a further decline; 39,902 metric tons, with a value of $25,159,524, were shipped during the year, according to figures recently published by the German Government. As compared with the previous year this export represents a decline in value of 5 per cent. The quantity was 7 per cent smaller than in 1925 and almost 30 per cent less than in 1913. The average value per ton has risen steadily from $554 in 1923 to $630 in 1926.

European Purchases Decrease—America's Purchases Increase

Trade fell off most heavily in Europe, always the largest market for German toys. It is believed that abnormal conditions of a temporary nature, such as the British coal strike, which affected purchasing power adversely throughout large regions, were doubtless responsible in some measure for the sharp decline of 15 per cent in this important market. Furthermore, Italian and French competition, favored by the depreciated currencies of those countries, made itself keenly felt in many European markets.

Shipments to South America also showed a considerable decrease (10 per cent), but North America purchased 5 per cent more German toys than in the preceding year, exports to Canada exceeding those of the previous year by 9 per cent, while those to the United States advanced 5 per cent.

Exports for 1926 by leading countries, and comparative figures for previous years, are shown in the following table:

German Toy Exports

[In metric tons]

Rank 1926	Country	1913	1924	1925	1926
1	Great Britain	14,809	16,920	15,930	13,375
2	United States	19,573	15,974	10,665	11,211
3	Netherlands	2,088	2,752	2,914	2,513
4	Canada	1,035	1,087	1,066	1,378
5	Australia	1,230	768	1,179	1,179
6	Argentina	1,654	1,149	1,136	961
7	Denmark	495	731	839	873
8	India	910	1,067	607	819
9	Switzerland	1,172	703	906	730
10	Austria	.....	614	656	610
11	Belgium	1,725	523	923	494
12	South Africa	361	363	400	443
13	Brazil	583	320	358	435
14	Italy	1,019	360	433	406
15	Sweden	296	462	446	398
16	Czechoslovakia	.....	284	362	359
17	Mexico	525	317	428	331
18	Egypt	162	211	178	230
19	Cuba	314	380	322	218
20	Spain	374	103	125	209
21	Dutch Indies	169	194	231	208
22	Hungary	.....	82	175	205
23	New Zealand	.....	134	176	185
24	Chile	419	230	302	168
25	Uruguay	.....	204	169	161
26	Colombia	.....	69	110	146
27	Norway	136	111	129	137
28	France	2,892	148	205	128

Exports of Dolls to the United States Increase

The toy industry of Thuringia profited largely from the increased American demand, as toy exports declared through the United States consulate at Leipsig, whose district includes Thuringia, doubled in value, rising from $1,494,542 in 1925 to $2,954,325 in 1926. About two-thirds of these exports consisted of dolls, the chief product of the Thuringia toy industry. In the Nuremberg section, where the production of metal toys predominates, business was reported unusually dull throughout the year, resulting in the reduction of working hours in many of the factories.

German Economic Position Generally Favorable

Cable from Acting Commercial Attaché Douglas Miller, Berlin, April 8

Favorable winter weather and an exceptionally mild spring have encouraged the early resumption of German agricultural activity and of the projected building program. New constructions are now exceeding those of the same period of 1926 by more than 20 per cent. On March 15 the number of unemployed receiving Government assistance was 1,438,000, representing a decline of 15 per cent in a month. Industrial progress is further expected in the fact that short-time work has been largely abandoned.

Industries Generally Well Occupied

Previous cables referred to the industrial progress that was noticeable in January and February; this was well maintained in March. Cotton spinners have booked orders for several months in advance, and many, in fact, throughout the summer. Iron and steel production is still approximately one-fourth above last year's figures, and the situation in the chemical and electrical industries is good. Coal production, however, is still somewhat on the decline.

The February unfavorable commodity trade balances of 339,000,000 marks was largely the result of large purchases of foreign raw materials. This, however, should be interpreted as a favorable sign, since these goods will later add to the volume of exports in the form of finished products. The mediocre harvest of last season contributed also to the increased imports and will doubtless necessitate further grain imports before August.

Money Conditions Remain Easy

The easy money conditions in Germany have made themselves felt in the present low discount rate and in the almost total absence of foreign loans; in the latter case, of course, the 10 per cent coupon tax also has an important bearing. Nevertheless it is believed now that the bank rate may be increased to 6 per cent, with another movement of foreign loans, particularly American, to follow. Foreign loans in March totaled only 40,000,000 marks, of which 35,000,000 were absorbed by two important Prussian banks.

(Continued on page 30)

New York Imports

April 13th

S. S. Stuttgart, from Bremen, Germany.

Sheldon, G. W., & Co., 4 cases glassware
Bosselman, A. C., & Co., 1 case hollow glass
Chatham & Phenix Nat'l. Bank, 4 cases hollow glass
Goebel, J., & Co., 20 casks earthenware, 20 cases earthenware
Ludwig Plass, 4 cases crockery
Sellers, C. W., 2 cases decalcomanias, 13 cases crockery, 1 case hollow glass
Redden, C. A., 1 case crockery
Guthman, Salomon & Co., 12 cases crockery
Strachan, R., 5 cases earthenware
Stern & Stern, 2 cases crockery
Pomerance, S. H., & Co., 18 cases glassware, etc.
Semon Bache & Co., 13 cases glassware, etc.
Heinrich & Winterling, 7 cases crockery
Foster, W. A., & Co., 62 cases crockery, etc.
Borgfeldt, G., & Co., 77 cases toys, crockery, etc.
State Bank, 3 cases earthenware
Borgfeldt, G., & Co., 24 cases toys, etc.

April 14th

S. S. De Grasse, from Havre, France.

Murphy, A., & Co., 1 case chinaware
Amer. Shpg. Co., 3 casks earthenware
Macy, R. H., & Co., 3 casks chinaware, 5 cases majolicas
Globe Shpg. Co., 5 casks chinaware
Bernardaud Co., 11 casks chinaware
Globe Shpg. Co., 1 case china
Sullivan, W. C., 1 case glassware
Hudson Fwdg. & Shpg. Co., 8 cases majolicas, etc.
Marshall, Field & Co., 23 cases majolicas, etc.
Borgfeldt, G., & Co., 1 cask chinaware
Van Oppen & Co., 3 cases pottery
Vandegrift, F. B., & Co., 7 cases toys
Haviland, T., & Co., 30 casks porcelain
Frank & Conrad, 1 case porcelain

S. S. Statsdyk, from Rotterdam, Holland

Davies, Turner & Co., 3 cases crockery
Bing, F., & Co., 6 packages majolicas, etc.
Amer. Shpg. Co., 12 cases earthenware
National City Bank, 75 cases crockery
Thurnauer, G. M., 15 packages crockery
Tausig & Pilcer, 14 cases toys, etc.
Strauss, Eckhardt & Co., 50 cases toys, etc.
Amberg, L., & Son, 33 cases toys
Foster, W. A., & Co., 7 cases toys, etc.
Basch Importing Co., 58 cases earthenware
Bing Corp., 13 cases toys and glassware
Foarman Bros., 4 cases crockery, etc.
Grace National Bank, 40 cases lampshades, 101 cases crockery, etc.
Phoenix Shpg. Co., 201 cases crockery, etc.
Borgfeldt, G., & Co., 24 cases crockery, etc.
Woolworth, F. W., & Co., 187 cases toys, crockery, etc.

S. S. New York, from Hamburg, Germany

Goodman P., 3 cases crockery
Straub, P. A., & Co., 29 cases china and earthenware
Fenton, A. W. Co., 31 cases hollow glass
Continental Ceramics Corp., 3 cases crockery
Barth, L., & Co., 45 cases crockery
Importers Frt. Service, Inc., 20 cases earthenware
Page, Madden Co., Inc., 12 cases earthenware
Phoenix Shpg. Co., 7 cases glassware, 1 case crockery
Bloch, L. D., & Co., 1 case earthenware, 1 case hollow glass
Koscherak Bros., 17 cases crockery
Bing Corp., 1 case toys, 2 cases crockery
Sellers, C. W., 6 cases decalcomanias
Strauss, N., & Sons, 60 cases hollow glass, china, etc.
Friedlander Co., 41 cases glassware, etc.
Bloomingdale Bros., 60 cases earthenware, crockery, etc.
R. & G. Import Co., 8 cases glassware, 26 cases crockery
Rice, I. W., & Co., 2 cases earthenware, 1 case hollow ware
Schenkers, Inc., 106 cases hollow glass, etc., 51 cases crockery, glassware, etc.
Manufacturers Trust Co., 10 cases crockery
Shaland, W., 24 cases toys, glassware, etc.
Consmiller, L. A., 8 cases decalcomanias
Noe, W. R., & Sons, 2 cases shades, 2 cases hollow glass
Stern, S., 1 case hollow glass, 1 package lamps, 1 case toys
Equit. Trust Co., 15 cases crockery
Sheldon, G. W., & Co., 20 cases hollow glass, etc.
Amer. Shpg. Co., 9 cases chinaware, 1 case glassware, 52 cases majolica
Order, 5 cases crockery

April 15th

S. S. Ambridge, from Rotterdam, Holland.

Lazarus & Rosenfeld, 6 cases hollow glass, etc.
Gimbel Bros., 1 case glassware
Bing Corp., 13 cases toys
Herbert & Neuwirth Co., 37 cases glassware and earthenware
Borgfeldt, G., & Co., 94 packages crockery, 42 cases toys

S. S. Argosy, from Hamburg, Germany

Borgfeldt, G., & Co., 34 cases glassware, 69 packages earthenware, 9 cases toys
Chatham & Phenix National Bank, 30 cases crockery, 33 crates earthenware
Commonwealth Bank, 6 cases crockery
Importers Service, 7 cases chinaware
Bank of United States, 251 packages crockery, clocks, etc.

S. S. Nieuw Amsterdam, from Rotterdam, Holland

Grace National Bank, 19 cases crockery
Strauss, N., 4 cases crockery
Fourman Bros., 11 packages crockery, 1 casé glassware
Basch Imp. Corp., 18 cases earthenware
Amer. Shpg. Co., 4 cases earthenware
Woolworth, F. W., & Co., 204 cases toys, crockery, etc.
Phoenix Shpg. Co., 80 crates crockery, 70 cases glassware
Borgfeldt, G., & Co., 35 cases crockery, etc.

S. S. Arabic, from Antwerp, Belgium

Kuyper, H. C., Inc., 1 barrel earthenware
Mitchell, Bissell Co., 20 cases crockery
Rehberger & Saul, Inc., 1 case crockery
Amer. Shpg. Co., 23 cases earthenware
Granata, G., & Co., 18 cases earthenware
State Fwdg. & Shpg. Co., 4 casks earthenware
Nadel & Shimmel, 9 cases toys, 1 case crockery
Downing, R. F., & Co., 176 cases crockery
Continental Ceramics Corp., 19 cases crockery
Barth, L., & Co., 42 packages crockery
Butler Bros., 34 cases crockery, 2 cases toys
N. Y. Mdse. Co., 291 cases toys, crockery, etc.

S. S. Dacre Castle, from Singapore Straits

Weeks, Handy & Co., 2 boxes earthenware

S. S. Alicante, from Valencia, Spain

Bloch, L. D., & Co., 6 barrels crockery

S. S. Alicante, from Sevilla, Spain

Globe Shpg. Co., 10 packages crockery, etc.
Gen'l Shpg. & Trad. Co., 3 boxes crockery, etc.

S. S. Livenza, from Leghorn, Italy

Downing, R. F., & Co., 23 cases earthenware
Gommi & Co., 32 cases earthenware, etc.

S. S. Eastern Moon, from Antwerp, Belgium

Bloch, L. D., & Co., 31 casks earthenware, 1 case earthenwa
Cross Bay Lumber Co., 1 case earthenware
Borgfeldt, G., & Co., 6 cases earthenware
Rossignoi, G., 5 cases earthenware

S. S. Bolivier, from Antwerp, Belgium

Cox & Fahner, 3 cases majolicas, etc.
Globe Shpg. Co., 5 cases majolicas, etc.
Herbert & Neuwirth Co., 26 cases majolicas, etc.
Amer. Shpg. Co., 16 cases majolicas
Downing, R. F., & Co., 6 cases majolicas

S. S. Thuringia, from Hamburg, Germany

Robinson, H. W., & Co., 1 case chinaware, 3 cases glassware
Borgfeldt, G., & Co., 2 cases crockery, 1 case earthenware
Downing T. D., & Co., 1 case hollow glass
Tomby, B., & Co., 40 crates crockery
Irving Miller & Co., 19 cases hollow glass

S. S. Scythia, from Liverpool, England

Bassett, G. F., & Co., 16 packages earthenware
Amer. Exp. Co., 1 cask chinaware

April 16th

S. S. Tatsuno Maru, from Kobe, Japan

Ross, G., Co., 1 case porcelainware
Mogi, Momonoi & Co., 5 cases porcelainware, 14 cases earthenware
Mustel, T. T., Co., 8 cases porcelainware, etc.

From Nagoya via Yokkaichi

Bloch, L. D., & Co., 124 cases porcelain
N. Y. Mdse. Co., 28 cases porcelain
Woolworth, F. W., & Co., 56 cases porcelain and earthenw

ika, A. L., Son & Co., 96 cases porcelain and earthenware,
ses porcelain
ito Bros., Inc., 1 cases lacquered ware, 68 cases earthenware,

uta & Co., 191 cases porcelain
ch, L. D., & Co., 35 cases porcelain
ss, S. H., & Co., 9 cases porcelain
s, G., Co., 7 cases porcelain
monoi, M., & Co., 122 cases porcelain
ler Bros., 124 cases porcelain
a Trading Co., 61 cases earthenware, porcelain, etc.
y, T. H., 116 cases crockery and earthenware
olworth, F. W., & Co., 16 cases porcelain
rimura Bros., 36 cases porcelain, 39 cases porcelain, 21 cases
nware, 6 cases lacquer ware
yo Trad. Co., 275 cases procelain and earthenware
ariya & Co., 55 cases earthenware
& G. Import Co., 66 cases crockery, 11 cases crockery

various points

anjian, J. H., & Co., 3 cases earthenware
ariya & Co., 5 cases crockery
ler, H. C., 1 case earthenware

Scythia, from Liverpool, England (Additional)

lf, L., & Co., 1 case earthenware
ldock & Miller, 63 packages earthenware and china
kinson, E. B., Inc., 16 packages earthenware
tuss, N., & Sons, 11 packages earthenware
ers, C. W., 22 cases earthenware and china
niston, H. C., 6 packages crockery
rison, J., Inc., 21 packages china, earthenware, etc.
t & Dose, 3 casks earthenware
deville, A. J., & Co., 9 packages earthenware
th, L., & Co., 4 crates earthenware
land, P. N., Inc., 14 casks earthenware
phy, J. J., 1 casks earthenware
airn, W. S., Corp., 35 packages earthenware, china, etc.
te, E., 14 packages earthenware, china, etc.
dar Co., 16 crates earthenware
land & Marsellus Co., 12 packages earthenware, etc.
lach, F. C., 19 packages earthenware
per, H. C., Inc., 12 crates earthenware
nan, B., & Co., 1 cask china
kenfeld, B., & Co. 28 packages duplex decalcomanias, etc.

Olympic, from Southampton, England

ming, R. F., & Co., 1 case glassware, 1 case pottery
& Ellinger, Inc., 1 case earthenware
y, R. H., & Co., 1 case lamp shades
an Straus, 8 casks porcelain, 17 casks porcelain
t & Dose, 10 casks porcelain
rin, Pouyat Elite, Ltd., 18 casks porcelain
son, Pirie, Scott & Co., 5 casks porcelain

Hellig Olav, from Copenhagen, Denmark

rton & Co., 47 cases china, etc.
is, Collamore & Co., 1 case china
z, A., 20 casks china
e, M., 6 cases pewterware, 3 cases earthenware

Maine, from Antwerp, Belgium

tub, P. A., & Co., 23 cases earthenware, 15 casks earthenware
r, Eigner Corp., 29 cases crockery
r. Shpg. Co., 20 cases earthenware
gton Bros., 7 cases earthenware
e Fwdg. & Shpg. Co., 6 cases glassware, 5 cases earthenware
chel, A. B., 128 cases glassware
er, 4 packages crockery

April 18th

Skaneland, from Leghorn, Italy

a Comm. Ital., 7 casks earthenware
mer, W. H., & Co., 13 packages earthenware
per, H. C., 11 packages earthenware
luri, A. N., & Bro., 28 packages earthenware, 56 casks earthenware
bardi, F., 5 cases earthenware
e Shpg. Co., 3 cases earthenware, etc.
nata, G., & Co., 9 cases earthenware, etc.
mi, & Co., 18 packages earthenware
maker, J., 12 cases earthenware, etc.
er, 9 cases earthenware, etc.

Valencia, Spain

gol, A. B., 3 cases crockery
, A. E., Pottery Co., 10 casks crockery
h, L. D., & Co., 132 casks crockery

(*Continued on page* 31)

SELDEN SELECTIONS

Spicer Glass





Four beautiful colors and many graceful shapes in gleaming iridescent glassware.



SPICER STUDIO

HOWARD G. SELDEN ART WARES 225 FIFTH AVE. NEW YORK

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If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the LAMP BUYERS' JOURNAL is likely to fall on unfertile soil.

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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

CUTTING STONES, ETC., FOR SALE

FOR SALE—A quantity of glass cutting stones and spindles, also travelers' trunks and two gas kilns, at a low price. Address T. B. Clark & Co., Honesdale, Pa.

DOMESTIC DINNERWARE SALESMAN WANTED

MANUFACTURER of a high class and exceptionally salable line of Ivory Dinnerware has an opening for a salesman on a commission basis to cover Western territory, both North and South. Is only interested in a man with a good sales record who thoroughly covers the territory mentioned. Replies will be treated in strict confidence. Address Box 627 care of CROCKERY AND GLASS JOURNAL.

GLASSWARE SALESMAN WANTED

LARGE table glassware manufacturer of plain, decorated and fancy merchandise has openings in its sales department for thoroughly experienced, high caliber men in the following territories. New England States; Middle West; and South. Liberal drawing account allowed. State past experience and territory in which you are best acquainted. Reply to Box No. 628, care of CROCKERY AND GLASS JOURNAL.

Susquehanna Peach Color Featured

(Continued from page 17)

of these same items in amber and green. In addition to his Susquehanna line Mr. Hamilton is also showing a number of excellent pieces from the Weston Glass Co., Weston, W. Va., a brand new addition to which are a number of jugs that are destined to make a decided hit. These are also in peach color. Both of these lines are very reasonably priced.

Italian Pottery

(Continued on page 25)

phins and sometimes fancy heads. Usual colors: orange, yellow, red and some times soft green.

Ticchiolo. A design much in vogue throughout Tuscany. It consists of thin foliage, with groups of three flowers together, usually one blue, one yellow, one red, resembling a clover leaf.

Mazzetto. Literally, bouquet or nosegay. A style originated in Faenza: sprays of flowers painted in bright colors and with a uniform arrangement.

Beccaccia. Jugs. These have a long, straight spout, resembling the beak of a bird. Beccaccia means "woodcock."

German Position Favorable

(Continued from page 27)

LARGE BANKS HAD PROSPEROUS YEAR—REICHSBANK STATEMENT

The balance sheets of the leading banks show that 1926 was a year of unusual prosperity; increased dividends were noted in some cases, and there were large additions to open and hidden reserves. The March trend of the stock exchange was again optimistic after a slight stagnatio February.

At the end of March, loans and discounts of the Rei bank totaled 1,963,000,000 marks, as against 1,644,000 marks at the end of February. Savings deposits tinued to gain, the total figure at the end of Febr being 3,573,000,000 marks and representing an adv of 192,000,000 marks.

Answers to Krockery Kwizz on Page 21

1—Because of the durability.

2—Maddock & Miller.

3—Isidore P. Cohen with James Stewart. Sixty-one years in trade.

4—Pittsburgh.

5—Baccarat.

6—Sand (silica), potash or soda, lead or lime.

7—Rookwood, Cincinnati.

8—Body, glaze, shape, design, color, decoration in gold, workmanship.

9—The biscuit firing.

10—Mixing, shaping, firing, glazing and decorating.

Buyers in New York

APRIL 14, 1927

John Martin, china, Jordan-Marsh Co., Boston, Mass., 244 M son Ave. 7th floor.

N. J. Kaufman, toys and gift goods, Jos. Levy & Bros. Co., Orleans, La., Pennsylvania.

J. E. Bason, house furnishings, Outlet Co., Providence, 1150 Broadway (F. Lilienthal & Co.).

APRIL 18, 1927

L. W. May, house furnishings, May & Leopold, Steuben Ohio, Pennsylvania.

APRIL 19, 1927

M. Manson, lamp furnishings, Pettis D. G. Co., Indiana Ind., 240 Madison Ave. (Syndicate Trading Co.).

Miss F. Carty, bed lamps, etc., Palais Royal, Washington, 455 Seventh Ave. (Dresge Dept. Stores, Inc.).

APRIL 20, 1927

F. E. Wright, toys, house furnishings, Newman D. G. Co., kansas City, Kansas, 455 Seventh Ave. (A. J. Unna).

G. H. Guest, house furnishings, Jordan-Marsh Co., Bo Mass., 244 Madison Ave., 7th floor.

I. Prince, toys, house furnishings, S. S. Weiss, Pottsville, Pennsylvania.



Glass Antedates History

(Continued from page 13)

acids act to some extent on glass, especially if the as an excess of alkali. Even wine may corrode the wherein it is contained. The moisture of the air dissolves out the alkali, causing the rainbow-like (iridescence) of some window panes.

so many years ago a German professor stumbled he discovery of soluble glass, which he made from with soda and potash combined. This is now ex- ly used for rendering woodwork incombustible and and plaster secure against atmospheric agents, as a for mineral colors, in a kind of fresco painting to osed to the weather, in the manufacture of artificial and in the composition of fireproof cements for etc.

ut 30 years ago it was discovered that glass might lered exceedingly hard by dipping it in oil when at in temperature. The particles, however, seem to in a state of high tension, and the whole may sud- ly into a thousand pieces.

Manufacturing in 1925

(Continued from page 19)

leading manufacturing industries, two, textiles and d steel, showed declines, while four—foods, chem- achinery and transportation equipment—registered es over 1923.

percentage changes in the values of the products various groups in 1925 as compared with 1923, e percentage of the total value furnished by each n 1925 are shown in the following table:

	P. ct. total 1925	*P. ct. I. or D.* 1925	
	16.6	I	12.9
	14.6	D	3.5
steel	10.3	D	5.3
	5.9	I	1.5
	2.6	D	6.0
products	2.0	I	31.0
d printing	6.6	I	9.8
ls	10.3	I	12.6
clay and glass products	**2.6**	**I**	**4.9**
ous metals and products	4.5	I	7.5
	1.8	I	4.5
ry	8.0	I	6.1
instruments	.4	D	18.1
tation equipment	8.7	I	2.2
repair shops	2.2	D	12.3
eous	2.9	I	7.7

Easter Buying

(Continued from page 22)

the expression "a little bit off the top" from the peak records of a year ago.

hown in another column, March cotton consump- aled 694,192 bales, as against the hitherto peak 635,896 bales a year ago in the same month. exports for eight months this season total 8,829,056 s against 6,506,262 bales a year ago.

ferrous metals have been quiet, with copper weak, d sales reported for domestic use and export at s. Mine curtailment still continues.

Production of soft coal for the first full week of April 9 were estimated at 7,900,000 tons, as against 13,000,000 tons or over in March and 9,420,000 tons in April, 1926.

This week's employment total at Detroit is 224,654, a decrease of 436 from last week and of 41,402 from this week last year.

New York Imports

(Continued from page 29)

S. S. Rochambeau, from Havre, France
Macy, R. H., & Co., 7 casks chinaware
Haviland & Abbott Co., 51 casks chinaware
Kupper, H. C., 62 casks chinaware
Gunthel & Cruveilher, 6 casks chinaware
Vandegrift, F. B., & Co., 4 cases earthenware, etc.
Woodruff, A. C. Co., 2 cases chinaware, etc.
International Fwdg. Co., 8 cases chinaware

April 19th

S. S. Rochambeau, from Havre, France (Additional)
Marshall Field & Co., 10 cases majolica, etc.
Haviland, T., & Co., 72 casks porcelain
Hampton, J. W., Jr., & Co., 1 cask porcelain
Globe Shpg. Co., 4 packages porcelain

S. S. Aquitania, from Southampton, England
Downing, R. F., & Co., 6 cases chinaware, etc.

S. S. Geo. Washington, from Bremen, Germany
Field, B. H., Co., 16 cases crockery
Heinrich & Winterling, Inc., 3 cases crockery
Mulle, W. G., 3 cases crockery
Continental Ceramics Corp., 5 cases crockery
Happel & McAvoy, 2 cases chinaware
Consmiller, L. A., 10 cases decalcomanias
Belgian Trading Co., 22 cases hollow glass
Meadows, Wye & Co., 1 case hollow glass
Corbett, M. J., & Co., 2 cases hollow glass
Globe Shpg. Co., 65 cases hollow glass, etc.
State Bank, 18 cases earthenware
Order, 9 cases hollow glass

S. S. Conte Biancamano, from Genoa, Italy
Rocco Secco Sons, 1 case earthenware

Gain Shown in Industrial Output

(Continued from page 20)

and Northwestern States have been considerably smaller than a year ago, while those in the Central West have been much larger.

Retail trade showed less than the usual seasonal decline between January and February. Sales of department stores and chain stores were larger than in February of last year, while those of mail order houses were smaller. Wholesale firm reported a smaller volume of business in February than a year ago, and this decline occurred in neardly all leading lines. Inventories of department stores increased in February in anticipation of the usual expansion in spring trade, but the growth was less than is customary at this season and at the end of the month stocks were slightly smaller than a year ago. Stocks of merchandise carried by wholesale firms also increased in February, but they were generally smaller than in the corresponding months of last year.

Railroad shipments of commodities have increased steadily since January by more than the usual seasonal amount and have exceeded those for the same period last year, owing to larger shipments of coal, of miscellaneous commodities and of merchandise in less than carload lots.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
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ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
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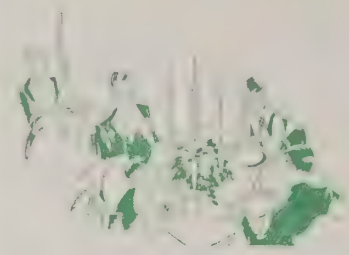
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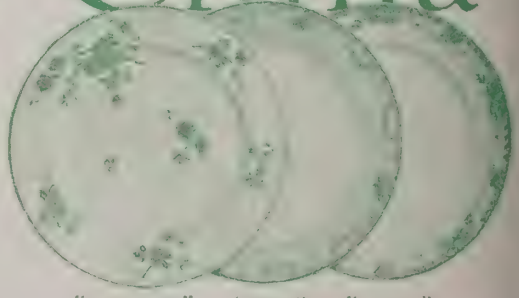
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Vol. 104, No. 17

APRIL 28, 1927

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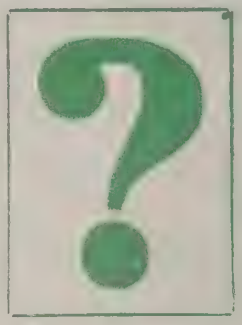
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54 April 28, 1927 No. 17

AS THE EDITOR SEES IT

Open Door to Cuba

Whether the open door to Cuba represented by the parcel post shall be closed because of a sixty-year old law barring importation of cigars cigarettes into this country in packages of less than 8 oz. to be closed to American business is a question that has been asked of Congress by the Chamber of Commerce of the United States.

"In the first ten months of the last calendar year," says a statement of the National Chamber to its members, "we received a total of more than 211,000 postal parcels containing over eight ounces. The average weight of these parcels is slightly under seven pounds. The number of parcels received from Cuba is slightly under 16,000. To show that other countries—England and Mexico—have our parcel post rates been as numerous.

"The statistics speak for themselves. The actual volume of goods shipped by parcel post is large and important. It is of added importance, however, that sample packages and small trial orders shipped by parcel post serve as a means to bring orders for subsequent bulk orders."

Unless the restrictive law of 1866 is not repealed, the temporary parcel post convention with Cuba, which will expire June 30, will not be renewed and this door will be closed to trade from the United States.

The Great American Migration

The annual exodus of Americans abroad is rapidly being dwarfed by the domestic tourist tide which begins to stir in the spring, according to a report compiled by the Civic Development Department of the Chamber of Commerce of the United States on automobile tourist camps.

In 1922 the Department estimated that there were in the United States more than 1,000 automobile tourist camps, representing an initial investment of almost $2,000,000, costing over $600,000 to maintain, and involving an annual tourist movement of in excess of 2,000,000 who spent over $13,000,000 each season in tourist camp communities.

"In the light of 1926 conditions," the Department says in its latest report, "these figures must be revised somewhat as follows: There are in America today probably considerably over 2,000 automobile tourists camps, representing an initial investment of about $10,000,000 costing over $4,000,000 to maintain, and involving a tourist movement of 14,000,000 persons who spent over $20,000,000. in tourist camp communities."

And yet we can't help sighing some for the good old days when men were men and women weren't.

Federal Reserve Report on Trade and Indus

INDUSTRIAL output increased further in February, and was slightly larger than a year ago, and distribution of commodities by the railroads was larger than for the corresponding period of any previous year, says the Federal Reserve Bulletin. The general level of wholesale prices continued to decline, and was in February at the lowest level since the summer of 1924.

Production

Production of manufactures increased in February for the second consecutive month, and the output of minerals, after declining in January, advanced once more in February to the record level reached last December. Factory production and employment, however, continued smaller than during the corresponding month of last year. Production of iron and steel has increased steadily since December, and reports indicate that operations of steel mills in March were at almost the same high rate as in March, 1926. Automobile production increased from 234,000 cars in January to 298,000 cars in February, and weekly figures of employment in Detroit factories indicate some further additions to production in March, but output has continued much smaller than a year ago. Daily average consumption of cotton by mills in February was larger than in any previous month on record, but activity of woolen and silk mills decreased, as compared with January. Production of bituminous coal has been maintained in large volume, while that of anthracite has been considerably reduced. The output of building materials was smaller during the first two months of this year than in the corresponding period of 1926.

Trade

Retail trade showed less than the usual seasonal decline between January and February. Sales of department stores and chain stores were larger than in February of last year, while those of mail order houses were smaller. Wholesale firms reported a smaller volume of business in February than a year ago, and this decline occurred in nearly all leading lines. Inventories of department stores increased in February in anticipation of the usual expansion in spring trade, but the growth was less than is customary at this season, and at the end of the month stocks were slightly smaller than a year ago. Stocks of merchandise carried by wholesale firms also increased in February, but they were generally smaller than in the corresponding month of last year. Railroad shipments of commodities have increased steadily since January by more than the usual seasonal amount, and have exceeded those for the same period last year, owing to larger shipments of coal, of miscellaneous commodities and of merchandise in less-than-carload lots.

Bank Credit

Demand for commercial credit at member banks in leading cities increased seasonally between the middle of February and the middle of March. There was also growth in the volume of funds used in the security market, as indicated by increases in loans to brokers and dealers in securities. Consequently, total loans of the ing banks at the end of the period were close to th of last autumn. Financial operations of the United Treasury around the middle of March, with di ments temporarily in excess of receipts, resulte temporary abundance of funds, which was refle member banks in leading cities in a growth of d in reduced indebtedness at the reserve banks, and creased holdings of securities.

At the reserve banks, following changes in hold bills and securities accompanying the financial ope of the Treasury, the total volume of credit outstan March 23 was somewhat larger than four weeks

Conditions in the money market in March were firmer than in February. Rates on prime com paper advanced from 4 per cent to 4 @ 4¼ per ce call money was also higher, while rates on acce declined somewhat.

Status of Federal Trade Commission C

In 1919 the Federal Trade Commission was re by the House Committee on Appropriations to what it might undertake to do to reduce the high living. The commission recommended that it wo desirable to obtain and publish from time to time in tion regarding the production, ownership, manuf storage and distribution of foodstuffs or other nece and the products or by-products arising from or nection with the preparation and manufacture ther gether with figures of cost and wholesale and retail particularly with respect to various basic industr cluding coal and steel. An appropriation of $150,0 made available for the purposes mentioned, and th mission decided to begin its work as soon as with the coal and steel industries, including in th closely related activities, such as the iron ore, co pig iron industries. Among others, the commissio separate notices upon corporations engaged in manufacturing, buying and selling coal, coke, o and steel products, etc., directing them to furnish reports in a prescribed form, showing output o kind, itemized cost of production, sale prices, prices, capacity, buying orders, depreciation, gen ministration and selling expenses, income, general a sheet, etc. These notices or orders were accompa elaborate questionnaires intended to disclose de every department of the business.

Twenty-two companies of the states of Ohio, In vania, West Virginia, New York and other states in the coal, steel and related industries, did not co with the notices, but brought a bill in equity in th preme Court of the District of Columbia to en Federal Trade Commission from enforcing or at to enforce orders issued by it against them. T mission and its members answered that the repo

ed for the purposes and under the authority granted by law, including the purpose of gathering and compiling the information for publication, and the consequent restriction of the interstate commerce of the complainants resulting from the publication of the true trade facts as to the business of the companies and of others engaged in commerce in the commodities mentioned, and also for the purpose of making reports to Congress and of recommending additional legislation to that body. The commission admitted that no complaint against the companies mentioned had been filed or was pending before it under section 5 of the Trade Commission Act, under which the proceedings sought to be enjoined were instituted and sought to be carried on, but that the information to be acquired with the answers to the questionnaires was necessary, and had direct relation to the regulation and control of interstate and foreign commerce of the complainants and others. The District of Columbia Supreme Court held the answer insufficient, and granted the injunction asked by the companies, and the Court of Appeals of the district affirmed the ruling.

The Federal Supreme Court reversed the judgments below, holding that the trial court should have refused to entertain the bill for an injunction, because under the statute there was nothing the commission could have done to secure the enforcement of the orders, except to request the Attorney General to institute proceedings for a mandamus or supply him with the necessary facts for an action to enforce the forfeitures incurred by the companies in failing to obey the commission's orders. The court said that it was intended by Congress in providing the method of enforcing the orders of the Trade Commission, "to impose upon the Attorney General the duty of examining the scope and propriety of the orders, and of sifting out of the mass of inquiries issued what in his judgment was pertinent and lawful before asking the court to adjudge forfeitures for failure to give the great mass of information required," or to issue a mandamus against those whom the orders affected and who refuse to obey them. Chief Justice Taft, in the opinion, said that "the wide scope and variety of questions, answers which are asked in these orders, show the wisdom of requiring the chief law officer of the Government to exercise a sound discretion in designating the inquiries to enforce which he shall feel justified in invoking the action of the court." In a case like that under consideration, he continued, the exercise of this discretion will greatly relieve the court and save it much unnecessary labor and discussion, and added: "Until the Attorney General acts, the defendants cannot suffer, and when he does act, they can promptly answer and have full opportunity to contest the legality of any prejudicial proceedings against them." This judgment, though not disposing of the merits of the case, shows clearly the limitations upon the enforced orders of the commission in such cases as that before the court.

...re a commander-in-chief of either an army or a ...ve mob: your thoughts.—*Forbes Magazine*

State of General Trade Fair

Weather conditions have bulked large in the week's happenings, the western two-thirds of the country having far too much rain, while the eastern third has been favored by spring, even summerlike weather, reports *Bradstreet's*. From the former have proceeded calamitous floods in nine central and southern Mississippi valley states, inundating dozens of towns and 5,000,000 acres of land, with adjoining areas reporting farm work at a standstill, roads bad, grain and cattle marketing restricted and trade retarded, while the area east of the Alleghanies reports a large, if not, indeed, record seasonal trade. Prices of leading farm products, but especially cotton, wheat and corn, have been quick to reflect actual or prospective delays in seeding, and possibly reduced areas and yields of these crops, cotton being at the highest point since last October, upland cotton being 80 points up on the week, and wheat and corn rallying from the lowest of the year, with a market change in market sentiment in all three.

Irregularity marks the other notable developments of the week. On the credit side of the general situation may be noted the strength in cattle, sheep and lamb prices, the first-named $2 to $4 above a year ago; over against which are the lowest prices for hogs since December, 1925, the firmer trend of lumber prices following agreed on curtailment or reduction forced by weather conditions, more active buying of anthracite coal and hardware, a good spring season in millinery, and continued activity in finished cotton goods. On the less favorable side may be ranged further reductions in crude petroleum prices, east and west, despite lessened activity in production, these affecting general trade in oil producing areas, sharp cuts in gasoline prices, and last, but not least, less active buying of steel following the reduction in capacity of recent weeks. Accompanying this last are reports that takings by automobile interests are lighter, following a 14.6 per cent reduction in output of cars and trucks during the first quarter. There seems, however, increasing acknowledgment of the fact that some of the exceptional activity in steel of March was in anticipation of the soft coal strike. In the latter industry 200,000 men are reported idle, and estimate of current production are down to 8,000,000 tons. Even with this reduction, however, car loadings are still well in advance of a year ago, with merchandise, less-than-carload lot and miscellaneous products more than making up for the smaller shipments of grain, lumber and ore than a year ago. Car loadings in mid-April were the smallest since late January. Lessened activity in woolen and hosiery manufacturing and furniture and shoe making are indicated in current reports, over against which is to be noted exceptionally active work in cotton mills, resulting in a new high level of operation on a reduced number of spindles. Larger buying of copper after weeks of quietness is reported with the price a shade above the low of the year.

On balance, the trend of the week seems to be toward the quiet side.

CAUGHT IN THE NEWS NET

AS the result of a complete renovation the salesroom of the importing firm of Heinrich & Winterling, Inc., 49 West 23rd St., presents a spic and span appearance that well repays the firm the trouble and expense they have been put to while the work was being done. The entire display room has been treated to a new coat of paint which is in a light cream color that is almost white while the ceiling has been washed and kalsomined white as well. The floors have been polished and waxed and heavy gray runners have been placed in the aisles. This adds materially to the excellent appearance of the place and to those who have not visited there since the work was done, it almost would seem as if the concern had moved into a new home.

Among those to sail aboard the *Berengaria* last Tuesday were Jas. B. Boote, head of Edward Boote and E. J. Ridgway of the firm of Meakin & Ridgway. Both Mr. Boote and Mr. Ridgway will visit the factories in England which are represented by their firms in this country.

All of the Morimura Bros. staff of five salesmen of fancy chinaware are on the road at present and the firm's dinnerware salesmen are awaiting the arrival of samples before they too take to the highways in quest of new sales.

Geo. J. Higginson, manager for Johnson Bros., New York office, is scheduled to sail on Saturday, April 30, aboard the *Samaria* for a trip to the factory at Hanley, England. Mr. Higginson according to his plans expects to be away for two months and is taking his family with him on the trip. A visit to Paris is included in their itinerary. His wife and son will also tour Switzerland and Germany as well as France while Mr. Higginson is busy at the factory and upon completion of their trip will join him in England.

Robert C. Fenton, sales manager of the Fenton Art Glass Co., Williamstown, W. Va., spent a few days the early part of this week in town consulting with the factory's local agents the Horace C. Gray Co.

Another arrival from Europe and the Orient late last week was Charles Kaiser, with Morimura Bros., who got in last Friday from Japan via the Pacific Coast.

For the first time in five years Charles Postley, he Charles A. Postley, Inc., will visit Pittsburgh with a plete line of house furnishings, smokers' articles, etc will remain in the Smoky City for one week before t ing on through the middle west. He leaves Satur

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"Lou" A. Carter, buyer for N. Snellenburg & Philadelphia, returned Friday from a trip abroad. been Mr. Carter's intention to travel through the C but owing to the uprising in China he was compel cut his trip short. Unfortunately he has been ill sin arrival and has not as yet been able to report to his

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Robert Ebeling of the sales staff of Ebeli Reuss, the Philadelphia importing firm, who wa up at Montgomery, Ala., with an attack of s fever has now completely recovered from his i and is now continuing over his southern territory ing on that trade for his house.

M. A. Smith, vice president and general mana the McKee Glass Co., Jeannette, Pa., visited York this week to spend a few days consulting Thos. G. Jones, who represents the McKee fa in this market.

Houston to Open Canadian Office for Johs Bros.

One of the outstanding events of the week. caused quite a stir in the trade as the rumor s and was later confirmed as a fact by the prin concerned, was the resignation of Howard Hos china and glassware buyer for Abraham & S Brooklyn, who leaves the concern to open a Can office at Toronto, for Johnson Bros., England.

Mr. Houston who is well known in the trad greatly admired for his ability, has been with J ham & Straus for one and a half years coming from Toronto where he was manager for th years of the china and glassware department of Si Simpson & Co. He has been identified with the h and glassware business all his life having starte a boy with W. J. Reid & Co., London, Ontario la becoming buyer for the concern.

He left for Toronto this week where he will im diately select a location for the new JohnsonBr office and salesroom. Heretofore the Canadian bu ness has been taken care of from the New Yo fice of the concern.

China Co. Buys D. E. McNicol Pottery Co. No. 3 Plant

T purchase of the No. 3 plant of the D. E. McNicol ot y Co., at East Liverpool, O., by the Hall China Co., as ompleted Monday, and the purchasing interest is w charge. By this deal, the Hall China Co. will be in nd of three plants, and their No. 3 property will be ac in operation as soon as particular repairs can be mpleted.

It s the intent of the Hall China Co. to produce a spe- al ne of soda fountain requisites in their new plant, an items of which are not at this time included in their ne l catalogue.

A addition is also to be made to the No. 3 plant which ill e used as a casting department. The plant has a ca- ci of three kilns and was first erected by the McNicol re sts for the production of yellowware, this line being th time transferred from their No. 1 plant. In later an the McNicol company took over an 11 kiln plant a other part of East Liverpool and confined its pro- ct n of yellowware to that plant alone. Their small re kiln plant was then converted into the production of hitware. During the last few years the No. 3 plant s len idle.

T growth of the business of the Hall China Co., o of the bright spots in the history of the East v ool Ceramic industry. Under the management th late Robert Hall and F. I. Simmers, the produc- on f a new line of fireproof vitrified goods was in- gu ated in the original plant of the Hall China Co. as ess grew rapidly, and in time additional ca- ci was required, and negotiations were closed for e urchase of the former plant of the Goodwin Pot- y o. During the last year, the company also took di nal space in the former plant of the former ut Pottery, which is being used for warehouse pur- se and this additional space gave the firm an op- rt nity to increase its clay shop output.

R ently the Hall China Co., determined that op- rt nity was at hand to increase its line by the ad- id of a number of special items used for soda foun- n urposes, but as the capacity of its two original an is absorbed in other production, the purchase af ther property was then considered, and the deal m eted. The first kiln of its new ware will be put ro gh probably within a month.

Wedgwood Chairman of Trade Division for Boy Scout Drive

Ed ard L. Wedgwood who has so efficiently managed de campaigns for funds for various purposes in the st as accepted the chairmanship of the committee for hina and Glassware Division for the Boy Scout ur ation of Greater New York. Serving with Mr. ed wood on the committee are J. G. Hope, vice presi- nt f the Haviland China Co., Inc., and William S. ca n of the William S. Pitcairn Corp. The objective of the campaign is $1,000,000 the purpose of which is to acquire an adequate camp for the Boy Scouts.

For many years the Boy Scouts have occupied a camp site leased in the Interstate Park. When originally selected, it was ideal for their purposes, being isolated and sufficiently removed from public intrusion. Compared with a daily attendance of approximately 700 boys the first year, it has grown to 3,500 boys daily.

Not only have they outgrown the present site, but because of the construction program of the Park Commission which contemplates the erection of roads through the heart of their reservation, it is imperative that the Scout organization secure a site which will not only provide for the present, but permit of almost unlimited expansion.

Liberty Works to Operate Own New York Salesroom

Important changes have been made in the showrooms of Charles L. Wise, 10 West 23rd St., not only in the rooms themselves but also in the lines shown. Begining with the first of next year Mr. Wise, who up until last year had not enjoyed a real vacation in thirty-one years, will forget the worries of a glass representative and hie himself away—whereto he is not saying but it will be far, far away, from the troubles of the trade for a six months' rest.

Mr. Wise has relinquished the lines of the Bison Decorating Co., George Ross, J. E. Marsden, The Western China Works and Emil F. Kupfer and gradually by this step has eliminated three of the showrooms formerly occupied by these lines.

On May 1, the Liberty Work, Egg Harbor City, N. J., will take over the entire space of the two front showrooms which Mr. Wise has been occupying with the others on the fourth floor for the display of their increased lines which are very extensive. These rooms have been completely renovated, the walls having been painted, new lighting fixtures added and shortly the rooms will be brightened by new tables and window curtains.

Mr. Wise will remain in charge until the first of the year, when, as mentioned previously in this item, he will leave on a vacation until the middle of 1928. At that time he will make an announcement as to his future plans.

Abraham & Straus Re-elect All Directors

At the annual meeting of the stockholders of Abraham & Strauss, Inc., Brooklyn, held recently, the board of directors was re-elected for the ensuing year, and at the annual meeting of the board immediately following the officers were re-elected.

The directors of Abraham & Straus are: Simon F. Rothschild, Edward C. Blum, Walter N. Rothschild, Hugh Grant Straus, Lawrence Abraham, Robert E. Blum, Charles A. Gorman, Nathan Straus, Jr., and Herbert H. Lehman.



WHAT THE POTTERIES ARE DOING



Dinnerware Buying Office Idea Given Consideration By Pottery Interests

CONSIDERATION is being given the idea by certain interests in this district relative to the opening of a merchandising or dinnerware buying office for the rendering of service to department stores or other interests who might be interested in the marketing of dinnerware or other lines produced in this district. The idea is taken from the New York and Chicago districts where there are numerous buying offices representing different purchasing and retail distributing interests. Those who have been advancing the proposition are of the opinion that to be in constant touch with local market conditions and at the same time rendering service on inquiries that might be received would result in considerable benefit to both manufacturers and distributors. While the proposition is still in embryo, a few department stores who have been approached upon the idea have not turned a deaf ear to it, and at least two department stores have indicated they would be willing to take on such a service. One of the plans of the proposed buying office would be to inform the trade what is available for either immediate or future shipment, by keeping in daily touch with all producers in the district, and at the same time keeping in touch with all such orders until they are shipped. The trade is now being "sounded out" on the idea, and should it receive sufficient support, the service will be inaugurated at a date yet to be determined. The character of service that will be offered by the proposed office is not now obtainable in the eastern Ohio pottery district.

Ernest Schumann Visits East Liverpool

From the bench to plant owner is the life history of Ernest Schumann, president of the Schumann Porcelain Works of Selb, Bavaria and Dresden, Saxony, who visited this district a few days ago, and was entertained at the Newell plant of the Homer Laughlin China Co. The Schumann interests control three large potteries in Germany, and the visit of Carl Schumann to this territory was the first. He expressed his amazement at the size of the pottery plants here and also about the improvement made in mechanical equipment in the ceramic plants of the United States.

Expect Flood of Orders From Flood Districts

Letters received here during the last few days from the flood districts of the south, indicate that within a short time considerable dinnerware will be required for replacement. A few orders have already been received for p white ware, but producers are of the opinion that orders decorated ware will not begin to arrive from the flood trict for some time. Several years ago when the so was hard hit by a flood a rather large volume of busir was later received by manufacturers here from distri tors in the flooded territory, and the same situation is r being anticipated.

Dresden Pottery Appraised At $75,000

The plant of the Dresden Pottery Co. has been praised at $75,000 in the suit of the Potters Saving Loan Co., which was instituted in the common pleas c of this county for the foreclosure of a mortgage. The praisement was made under the direction of She George Wright, and the appraisers were C. C. Ashbar late of the West End Pottery Co.; C. V. Beatty, of Potters Lumber Co., and John B. McDonald, secretary the Knowles, Taylor & Knowles Co. The date of the has not been determined upon, and the property can sold for two-thirds of the appraised value.

Following the close of this litigation, it is quite v understood that the plant will again be placed in operati It was reported in the district this week that those f merly officially identified with the company were offe over $300,000 cash for the plant, but the offer was not cepted, but that the offer was not made at the time th now in charge of the property were connected with That the property will again be placed on the active is clearly indicated by the fact that a new shape has b designed and samples put through the kilns, and that shape will be produced when operations are resume generally admitted.

Propose Pottery Course for Sebring Scho

Ray Y. Cliff, of the Limoges China Co., Sebring, headed a committee that visited this district a few d ago for the purpose of obtaining information having do with the establishing of a ceramic department in Sebring schools. It is proposed to include such a cou at Sebring as is now in operation at the East Liverp High School.

Work Progressing on Homer Laughlin Pla

Favorable progress is being made upon the construct of the new No. 7 plant of the Homer Laughlin China Newell, W. Va., contracts for which have been awar The Austin Co., Cleveland, O. While the bisque and gl tunnel kilns in this new plant will be of the Harrop t

ntinuous decorating kilns will be of the Holcroft
Foundations for the large tunnel kilns have been
d, and the superstructure is now in course of erec-
This new plant will adjoin the No. 6 plant of this
ny on the south. Weather so far has been favorable
dy construction, and time schedules are being well
ined in this connection.

Excavating for Edwin M. Knowles Kiln

the Newell, W. Va., plant of the Edwin M. Knowles
Co., a force is now engaged excavating for the
tion for the bisque tunnel kiln. This kiln will be
mpleted before much work is done on the glost tun-
n. It has also been determined by this interest to in-
Holcroft type continuous decorating kiln at the
plant, which when placed in operation will make a
l increase in the decorating capacity of this plant.

May Store Has Biggest May Sale

rts received here early this week from Cleveland, O.,
o the effect that the annual May Day sale at the
tore was the heaviest in the history of the store.
price reductions were offered in all departments
ng the china and glass section. Considerable open
linnerware from this district was on sale, and on
e of ivory body dinnerware a 100-piece set from
tock, and with seven patterns to select from, was
$21, the former price having been listed at $28.75.

Little Change in Dinnerware Production

re is very little change noted in the production rec-
local dinnerware plants. The demand for yellow
ckingham ware is strong and steady, with heavy
nts being made from this district daily. The two
of the Hall China Co., which specialize in hotel
staurant ware are working about full time in prac-
every department. The larger producers in the dis-
e working from five to five and one-half days per
and equal schedules are said to be maintained by a
of potteries outside the local territory. Four
r week are being maintained in some of the smaller
but with slightly reduced forces. New business is
inal receipt, at times trade being classed as spotty.
arge retail distributors have anticipated dinnerware
cial sales events, and these goods have gone for-
Contract business continues to hold up well, so
shipping is concerned, and in a few instances where
ores are being opened, heavier shipments are being
n these specifications. Some shipping into the
southern areas have been held up for the moment,
se goods will go forward as soon as conditions show
rovement.

William Mackey Returns from West

am Mackey, sales manager for the Smith, Phillips
s returned from a western trip, and W. M. Tickell,
salesman, has also been spending a few days at
tory.

Take advantage of the sales possibilities of Color

COLOR presents a problem, ranking in importance with the cost of manufacturing a product. An increase of sales through color is no longer an uncertainty, provided good judgment is used in selecting the colors and the raw materials needed to produce the color. *R & H* colors and chemicals used in coloring have proven a dependable source of supply offering materials of high quality and uniformity.

SEND FOR COLOR CHART

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MINERALS, OXIDES
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SERVICE

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York

"America's Leading Ceramic Material House"

Chicago, Philadelphia, Baltimore, New Orleans, Boston, Kansas City, San Francisco, Pittsburgh, Cleveland, Trenton

NOTICE OF REMOVAL

On or about April 15th we shall move into our new building at

45-47 PARK PLACE
New York City

IN our new quarters we will have double the space that we have had available at 50 Murray Street, New York. This will enable us to consolidate our principal New York stocks and improve our facilities for service to our customers.

We shall retain our former telephone numbers:

BARCLAY 6810-6811-6812-6813-6833-6884

B. F. DRAKENFELD & CO., Inc.
45-47 Park Place
New York City



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Decided Improvement Noted in Pittsburgh Glass Business

A DECIDED improvement in general business conditions in and about the Pittsburgh district have been reported by glass manufacturers and agencies during the last week. Throughout the immediate trading territory, including a radius of 100 miles, there is considerable anticipation of future requirements. China and glass departments in local department stores are experiencing a more active demand for both glassware and dinnerware, while business in the general housefurnishings departments is declared to be much better than even a year ago. Warm weather which prevailed here for almost a week brought out large crowds, but the cool weather last Saturday caused a slackening in business in a general way. Local jobbing interests hold that country retail trade will hold up well during the next few months, although in some districts where coal mines are idle on account of the soft coal miners strike are slowing up somewhat. The steel industry is working well, and the Pittsburgh district as a whole is now in better shape than for many months. Glass salesmen traveling the Pittsburgh metropolitan district are writing larger orders than at any time since last fall when goods for the holiday season were wanted. Staple lines of glassware are in very good request in this territory now, although there is quite a demand for the specialty offerings. In the West Virginia district, including the Wheeling steel and iron territory and in the coal sections of the state retail demand is pronounced good, as the coal mines in West Virginia are being operated on an open shop basis and working steadily.

Hunt Glass Works Formed at Corning

With a capital stock of $75,000 the Hunt Glass Works, Inc., has been formed at Corning, N. Y., for the purpose of manufacturing cut glass. The factory name is well known to the trade, but since the concern has been incorporated, it is said that additions to the plant will follow, and the line will be considerably increased. Harry S. Hunt is at the head of the new corporation.

Charter Granted Brockway Sales Co.

A charter was granted at Harrisburg, Pa., Monday, to the Brockway Sales Co., through an application made by George F. Whitmer of Brockway, it being the purpose of the new company to deal in glass and a general line of glass products. It has not been announced here whe or not the new company will enter the manufactu business.

Distillery to Be Converted Into Glass Pl

Former stockholders of the Queen City Glass Co., C berland, Md., are identified with a new corporation will take over the old Braddock Distillery building t for the purpose of converting the property into a g manufacturing plant. The factory of the Queen Glass Co. was destroyed by fire last year, soon after company started the production of glassware.

Murphy Stores to Issue New Stock

It is currently reported here that the George C. M phy chain store syndicate which operates a number stores in this territory will shortly announce a new s issue. The company has very little common stock at time, and a meeting of the stockholders is expected t held within a few weeks for the purpose of having a financing program submitted. All of the Murphy st carry generous lines of both glassware and dinnerwar

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Brilliant Glass Co. Resumes Operation

The plant of the Brilliant (O.) Glass Co., which s pended operations temporarily April 1st, resumed proc tion on a full basis last Monday.

Pomroy Stores Change Management

Glass salesmen traveling the Pennsylvania terri have advised home offices of changes in the managen of two of the Pomroy stores, one at Harrisburg and Wilkes-Barre. George C. Arbogast has been appoin general manager of the Wilkes-Barre store, while Harrisburg store is now under the management of W liam C. Clush. Official announcement of these cha have just been made.

Joseph L. Ruth Co. to Resume Operation

The plant of the Joseph L. Ruth Co., Conshohocke Pa., that has been idle for a period of time is to be pla in immediate operation. The company is now receiv bids for the erection of a rather large addition to plant. When formerly in operation the factory work one furnace and two tanks, and was producing a line specialties.

Marys Glass Co. to Resume Work

re now being worked out that will result in the the St. Marys Glass Co., St. Marys, W. Va., ed in operation at an early date. For some time ry has been engaged in the production of elec- sware and boudoir lamps and table lamps, to- h a line of other specialties and novelties. For s the line was displayed here steadily, and also Pitt Hotel during the January market season.

Mail Order House Changes Name

Iwnee Bill Mail Order House, St. Louis, Mo., ed its name to that of the G. G. Gray & Co., it eported by glass factory sales offices here. The loes a direct to consumer business with general 17 Morgan St., St. Louis.

Ice Holds Up Glassware Shipments

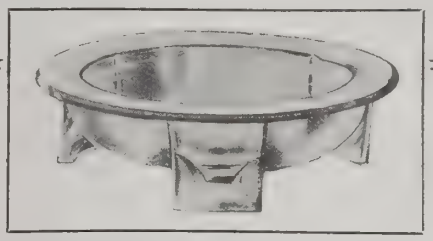
ipments of glassware for Mississippi Valley e being held up on account of the flooded con- hat country it was announced here this week. the custom of some of the glass manufacturers itory to make carlot shipments to St. Louis ter- ibutors, and for re-routing from that point into estern territory, but only a few cars have gone ereabouts since the condition of the Valley was n to shippers. St. Louis goods are going out nd the jobbing interests there are taking their e of merchandise. Factory offices at St. Louis will be many weeks before even a more nor- on will be noted in the flooded area, and that in of the southwest business is entirely suspended. ason shipments of glassware are practically nil orm-stricken territory.

Bir Bros. May Build Big Addition

Bir Bros. Department Store, Niagara Falls, N. uired considerable additional property of late, ing to glass factory salesmen traveling that rk State the company plans to erect a large t its present store. Through the same source rd that the Kresge Syndicate has acquired a of land in the heart of the Niagara Falls busi- and will soon begin the erection of a new store. Both stores carry reasonable stocks of d dinnerware.

Plants Having Normal Production

normal production is being maintained by all ants in the Western Pennsylvania, West Vir- aryland territory, it is declared here this week. wever, is declared to be seasonable, but with ning strong to blown and stemware and the glassware line. The general line of tableware in only nominal request, but the latter situa- n the rule for some years.



No. 1805/5½" three footed bowl. Charming for flowers or fruit. Made in Crystal, Amber, Green or Roselin. A live retailer!

Westmoreland Glass Co.

Grapeville, Pa.

MANUFACTURERS OF
HIGH GRADE GLASSWARE
PLAIN, CUT AND DECORATED

For Gift Shops
Florists
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CHICAGO, ILL.
PHILADELPHIA
Fred Stott,
1007 Filbert Street
SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street
LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.
SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



What's New in New York Showroom

Rona Rock Crystal a Feature of Straub Exhibit

The exhibit of Paul A. Straub & Co., the importing firm, 105 Fifth Ave., presents to the visiting buyer an array of wares of exceptional charm and quality. In an-



alyzing the display one of the strong contributing factors to its interest is the showing of Rona rock crystal. Here indeed is a display of glassware in a myriad of colors, shapes and decorations that is splendid. In stemware there are about twenty-four different decorative motifs in rock crystal and acid etchings and here it is important to note that this rock crystal is cut on flint blanks and consequently must be polished on the wheel and not dipped. This results in a much more brilliant effect. The Venice pattern, herewith illustrated, is unusually beautiful. This rock crystal offers a festoon idea which is out of the ordinary, while their Adam decoration, another very exceptional number, carries out a most dainty design that is typical of its name. This is shown with a crystal bowl and amber foot and stem. Other lovely colors, both solid or combined with crystal, that the line is shown in are Rosaline, canary, green, etc. Rona glass is carried in stock in New York. Considering the general excellence of the line its pricing is a distinct surprise.

U. S. Glass Co. Offers New Bridge

Dealers in glassware will be interested in the m
which the United States Glass Co. is helping
profit by the nation-wide popularity of auction
The company has just announced a new Bridge-l
Set of the latest octagonal design, known to the
the Octagon Bridge Set. This set is made spe
serve a table of four people and is furnished in ei
teen or nineteen pieces, the four iced teas being
The other pieces in the set are salad plates, cups,
sugar and cream set, and handled cake plate. It
in both rose-pink and the new apple-green glass
very smart in appearance. Because of the greate
larity of bridge in the summer time, particularly
women, it gives dealers a new item for hot weathe
will undoubtedly prove popular. This item is now
play at the New York showroom as well as in oth
rooms throughout the country.

Duncan & Miller Showing New Water Lamp

The Duncan & Miller Glass Co., through Pau
their New York representative, are displaying a d



new water bottle lamp in the latter's spacious sh
at 200 Fifth Ave. This new item which is in the
Georgian pattern, is seven inches tall and six inc
with hollow diamond effect. The lamp which
shaped with nickel collar comes in green, am
and crystal and makes a very beautiful ornament
the home, it being possible to fill the water bo
any color desirable, so that a harmonious color sch
be had, or if the color becomes monotonous a cu
a very simple matter. This lamp takes the same st
trical attachments as other lamps on display by
can & Miller Co.

Crooksville Patterns Featured by Pasmantier

...er who pays a visit to the showroom of John L. ... & Sons, 5 West 20th St., New York represen... the Crooksville China Co., Crooksville, O., will ...per of new and striking decorative treatments ...ved from this factory which are shown on the ...lumbia shape. These offer a selection that ...ard to duplicate in a long search. Their No. ...ern shows a delightful combination of vivid ...rried out along the lines of a conventional ...nciful flowers in delicate tints of yellow, dark ...ue, black and light pink, further beautified with ... leaves are quite alluringly shown with a deli... background, something new in the Crooksville ...s met with great approval. A brownish red



...d traced knob and handles in the same color ...rfect finish. Another excellent treatment is ... In the design the secret of its beauty is its ...plicity. A dainty rose and wildflower are ... in conjunction with a three-eighth inch band ...olors of blue, pink, black, green and light ... black edge line with the handles and knob ... same color complete this treatment in a most ...ner. Something decidedly different from the ...entioned decorations is offered in their D 49 ...nall dainty flowers have been used for this ...n combination with a half-inch fancy outlined ...e flowers are of the old-fashioned type and ...ng in their lovely well-blended coloring of ... various shades of red, blues in several tints, ...n and yellow. Gold edge lines and half matt ... and knob complete the decoration.

C. Show Grill Plates from Thompson Factory

... of new and most attractive treatments on ... are being shown by Cox & Co., 120 Fifth ...York representatives for the C. C. Thomp... Co., East Liverpool, O. The decorations ...re birds and flowers are of the all over ...e shown in a wealth of delightful colors. ... prediction that they will be accorded a fine reception. Among them is one pattern combining a Bird of Paradise and flower motif that is a beauty. The bird is applied on each of the three compartments while a running flower spray covers the flange. The rim is finished off with a dark tan border about an eighth inch in width. While the coloring of this might be termed vivid, at the same time, due to the splendid blend and harmony of the many hues utilized, its general effect is extremely pleasing. Pink, two shades of green, orange, yellow, blue and purple are the colors used on this treatment. Another pattern which stands out conspicuously in the exhibit combines the Fleur de Lis with Forget-me-nots. A delightful blend of several shades of blue is the color idea for this while a dark blue edge line gives it a most appropriate finish.

Avon Decoration Latest of Mercer's New Creations

The newest treatment to grace the showroom of the Mercer Pottery Co., in the Fifth Ave. Building, and a decoration that is further evidence of the careful forethought and good taste in the selection of Mercer patterns is their Avon treatment displayed on the new Queen Anne shape. It presents something brand new in decorative arrangements that finds its inspiration in the early style of peasant decors. The Avon pattern has been designed by the Mercer factory with a two-fold purpose in view. In addition to the fact that they wished to bring out as pretty and well balanced treatment as possible and at the same time something different, they also designed it with a view of harmony with the trend of modern home decoration.



It is most suitable for the cottage type of home furnishing with colored chairs and tables now so much in vogue. Again it will be found to enter perfectly into the Italian or French provincial interior and also is very good with early American walnut or maple furniture. The treatment offers a continuous flower border motif in which the rose is used most effectively. Lovely pink, dark red, yellow and black, the beauty of which is further enhanced by dainty green leaves, give this decor a most effective combination of coloring. A double edge line also of green and a traced knob and handles in the same color complete a very pleasing ensemble.

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

E. M. Meder Showing Encrusted Pieces

E. M. MEDER & CO., 17 North Wabash Ave., is displaying some exceptionally fine special gold encrusted pieces from the Frontier Cut Glass Co., in a wide assortment with cuttings in rose, green and amber. Another noticeable display is the colored glass line in green and amber of the Jeannette Glass Co., including some especially beautiful cream soups and footed goblets. Incidentally, this latter company is showing a remarkably low priced water set in green and iridescent lucter to retail at 50 cents per set.

Frank Dixon, of the Dixon Tile & China Co., Chanute, Kansas, was in Chicago last week visiting the local trade on his regular western spring trip.

Mr. Kaufman and Mr. Wernert, of Kaufman & Wernert, Grand Island, Nebraska, spent several days visiting the local market last week.

Ready for Shipment—



Go To Stetson's First For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING, SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

Frank Tinker, 17 North Wabash Ave., is sh magnificent new table bowl in Lotus glass. It inch rolled bowl in a number of decorations an assortment of colors, with the center to hold block or figure. A new special rolled edge co manufactured by the Beaumont Co., Morgantown, is also being shown, in rose and green and pric irresistible figure.

Charles A. Weidemann, western traveling re tive for the Carrollton Pottery Co., Carrollton, Chicago on his regular seasonal trip.

W. J. O'Connor, of North Platte, Nebraska, w itor in the local market last week.

Mandel Brothers are giving much prominence spring sales in glassware. Among the displays i piece semi-porcelain octagonal English dinnerw with a pattern traced in soft colorings and priced a Another display offers a choice of pieces of "Gla ware at $1 each.

Sam Paull, of the Eagle Manufacturing Co., W W. Va., visited the local trade last week.

Kelly & Reasner, 17 North Wabash Ave., are something new for the summer in a complete lin colored glassware in green and yellow with red fl fruit decorations, manufactured by the Indiana G Dunkirk, Indiana.

Mr. Lawrence, glassware buyer for Killian's Rapids, Iowa, was in Chicago last week on a trip the Middlewest territory.

E. M. Meder, 17 North Wabash Ave., has a play in the Maryland Glass Co.'s Double-Ex roc stemware and table pieces in a most complete as of Old English shapes and designs.

William McCort, of the McCort Studios, Min called on the midwest trade last week.

Arthur Schiller & Son, Ltd., 17 North Waba well-known specialists in hotel china and suppli incorporated recently. The incorporators are A. I I. Sokoloff and L. L. Richmond.

VHAT TO BUY
ND WHERE TO
UY IT IN —

CHICAGO

A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO.
ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

The Atlas-Globe China Co.
NILES, OHIO
E. J. BENJAMIN, *Resident Agent*
PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

The Special Museum subject placques in the Pyraglass oducts line are all shown by W. C. Owen, Inc. The section includes: The Gleaners, Age of Innocence, erry Ripe, Avenue of Trees, Whistler's Mother, Weepi Magdalene, The Lone Wolf, Madame Le Brun & ighter, Miss Simplicity, Holland Flower Girl, Lady with Fan and Boy with Rabbit. These are priced very attractively. Every panel is packed individually in a very attractive and colorful box. The prints are welded on wood, are well made and make a most desirable gift or prize. Their salability has been proven by the large repeat business.

Indian to Swim for Honor of Dept. Store

EVIDENCE of the way in which an advertising stunt, properly stage-managed, can be put over so as to secure the maximum publicity by legitimate mthods, is provided by the experience of the Lane Co., of Dtroit, in conection with the Indian boy who is being bked by F. J. Tallmadge, of the Lane Company, against Gorge Young in the world's championship long distance swmming contest to be held between Hay Island and Olen Sound this summer.

aving secured acceptance of the offer of a side bet of $2000 between Young, the Canadian youth who conqured the Catalina Channel, against anyone who might ent r against him, Tallmadge obtained the services of Joph Akirvenzie, an Ojibway, who is said to be by far thbest swimmer of all the Indians on the northern part of ake Huron, and a campaign of intense publicity was at nce commenced, with the Lane Company always prominct.

eorge Young was invited to Detroit and, as Tallmge says: "He, his trainer and his business manager, sully did their bit in helping to put the Lane Company an our Indian swimmer to the front in Detroit and in Wdsor, Ont.

The party were our guests for the two days preceding the engagement at a theatre at Windsor, but the publicy did not cease with this, as they invited Joseph and myelf to appear with George Young on the stage at Wdsor at each performance and, needless to say, we accepd without hesitation.

"Incidentally, Joseph seems to be making a big hit wherever he goes. We played several luncheon clubs at noon, as well as a reception given by the Detroit Board of Commerce and the Adcraft Club in honor of B. C. Forbes. Fully 500 of our leading business, financial and industrial men were present there and the publicity given to the Lane Company didn't do us a bit of harm.

"Fortunately, I happen to be acquainted with one of the officials of the General Motors Company, who are featuring a real Indian chieftain, Chief Bear, a Cree Indian, and his wife, Princess White Beaver, a Sioux, who appear in native costume of a gorgeousness that only a real Indian can produce. The Princess is a wonderful pianist and her husband possesses a rich baritone voice. Through my acquaintanceship it was possible for me to 'borrow' the services of this pair, and this added a great deal of color and atmosphere to the staging of our Indian boy swimmer. I met Young and his party at their arrival at the depot with this Indian crowd and news reels were made of this phase of the entertainment. All of the Detroit papers treated the event very generously, giving us plenty of space on it.

MOTION-PICTURE PUBLICITY

"Carrying the idea still further, we have just finished making a motion picture of the arrival of the Chief and the Princess in a Pontiac Six in front of our store. They came in a sports roadster with all the color of their costumes standing out in vivid contrast to everything around them. We had to have police protection so as to keep

(Continued on page 31)

SPODE'S WICKER LANE



THE accompanying illustration shows Spode's Wicker Lane pattern, one of the great selling patterns of the present day in this class of ware. Its design is quite simple, being three floral groups on the verge and painted under the glaze in rich warm enamels of green, purple, red, and brown. Chelsea Wicker shape, with its soft lines, was modeled by England's greatest china potters at Chelsea. The combination of these warm colored groups against the ivory ground, with the Chelsea shape, produces a charming and interesting effect.

Stock carried in New York *Send for samples and prices*

Copeland & Thompson, Inc., 206 Fifth Avenue, New York

KROCKERY KRACKS

This is evidently the season for Scotch stories. Did you hear this one: "A Scotchman, off on a business trip, called back to his wife and child waving from the window: 'Good-by, all, and dinna forget to tak' little Donald's glasses off when he is na looking at anything.'"

"Your boy, Josh, says he's going to town to seek employment."

"Yep," answered Farmer Corntossel, "I don't blame him. Everybody feels occasionally like gittin' away an' looking fur work 'stid o' stayin' where he knows it'll be waitin' for him regular."

Audrey—"Oh, how I hate him—hate him—hate him!"

Jane—"And how long has this romance been doing on?"—*Life.*

Scene: A gasoline station in a small town on the Overland Trail.

Dramatic personæ: Small boy in back seat of sedan and resident minister of the gospel.

Minister: "And to whom do you belong, my little man?"

Young American (proudly): "Daddy is a lawyer and a Rotarian, and mother is president of the Law Enforcement League."

Minister: "And what do you do?"

Young American: "Oh, I look out of this back window for the motor cop."



Peter Potter says: Et beats all how time changes things 'n by thet I don't mean wives alone. For instance—a few years ago th' pottery manufacturers wuz tryin t' git thare ware ez white ez possible in order t' pleze th' publik. To-day th' publik is ragin over ivory ware which is cream colored. Th' same goes fer glassware when crystal without green in et wuz the rage. Now ets green, amber, 'n rose which are in big demand. Yessir ets a great old world.

Again the Crockery and Glass Journal Leads!

Starting with the April 7th issue the Journal inaugurated its own Krockery Kwizz—the first in its field. This included a list of ten questions all pertinent to the china and glassware trade which necessitated the donning of the old thinking cap. Answers are contained in the same issue.

Here's the KROCKERY KWIZZ for this week. What can you do with it?



1—What is a "coaster" in glassware and how was the name originally devised?

2—Who was the Blind Potter?

3—What American firm handles "Homestead Ware"?

4—What is meant by fire-proof ware?

5—What means of ornamentation are used in making china?

6—What American importer is an ardent aviator?

7—What is the meaning of the term china?

8—Who made the first glass used in England?

9—How old is the Venice glass industry reputed to be?

10—What is meant by Della Robbia?

(Answers To These Questions On Page 30)

Albert J. Brech & Son

Wholesalers of

LAMPS, SHADES, WROUGHT IRON ART OBJECTS, ARTIFICIAL FLOWERS, DIAPHANOUS IMITATION CANDLES AND OTHER LINES

Announce Their Removal

About May 1st to

13 East 17th Street

Between Fifth Ave. and Broadway

New York

Due to the need of more room to take care of our increasing business we will occupy the entire store floor at the above address. This will give us over four times the space of our present quarters.

We will very much appreciate your inspection of our new home.

Albert J. Brech & Son to Move to Larger Quarters

Albert J. Brech & Son, wholesalers of lamps, shades, wrought iron art objects, artificial flowers, candles and other lines who have been at 101 East 16th St. for a number of years past have greatly outgrown their present quarters and have taken a lease on the spacious store floor at 13 East 17th St., between Fifth Ave. and Broadway, where they will remove about May 1. The place is now in the hands of a corps of workmen being made ready for their occupancy.

The move is almost co-incident with another important happening with the concern which is that Mr. Brech's son, Albert A. Brech has been taken in by his father as a member of the firm. The latter has been associated with the business in both a managerial and sales capacity as assistant to his father for several years and is very popular with the trade, which taken together with the large following of his father makes a very strong combination.

In their new location the concern will have over four times the space they now have, which will enable them to expand their present lines and add new ones.

The schoolmaster wrote on the back of a boy's monthly report: "A good worker, but talks too much." The father signed the report and then wrote under the remark of the schoolmaster: "You should meet his mother."

Finds Optimism Despite Lull in Trade Volume

The exceptional degree of optimism that has persisted the face of the moderate trade reaction during the last s months is probably attributable in the main to two factor according to the current *Guaranty Survey*, published l the Guaranty Trust Co., of New York. One of these the realization that minor recessions inevitably occur eve in the most prosperous times. The other is the marke preponderance of favorable over unfavorable elements the immediate business outlook.

"Practically none of the traditional forerunners of tra reaction is apparent at the present time," says the *Surve* "Commercial inventories are unusually small. There certainly no sign of inflation in commodity prices. Mone rates are easy and both long and short term funds a abundant. The level of purchasing power in industri communities is without precedent. Goods produced a moving freely into consumption. The building and a tomobile industries remain very active and the cotton te tile industry is gaining.

"On the other hand, it must be recognized that certa groups, notably in agricultural sections, are out of li with the general prosperity; that overproduction is threa ened in a few basic industrial lines; that competition becoming more, rather than less, severe; that busine

(Continued on page 31)

Advertising the Small Store

By Arthur Freeman
Gimbel Brothers, Philadelphia, Pa.

G business and little business are terms to conjure vith in this day of immense corporations, vast roups, stupendous mergers—and millions of so- mall businesses.

superficial observer measures these enterprises in of dollars invested; volume done or real estate pro- ds. To him a business covering a city block or num- its plants in dozens is a "big" business, the infer- ing that it is therefore a successful one. A hole in , though it may have made its owner rich, is, to this bserver, always small, no matter how "big" it may e.

ut ask a far-seeing banker to distinguish between big s and little business, and you will get a possibly new ntirely different definition, for he no longer asks: s a big machine or a little machine?"—but: "Will ?

nd little are always relative terms and we have the te all around us of being big stores that are very , indeed,— side by side with so-called little stores h xceed these larger ones in everything but size.

Wh makes stores "big" are the qualities within them- s hich render them capable of producing a reason- b sustained profit on the money, time and effort in- ed and at the same time giving off as essential by- lu permanency and pride of ownership.

nd store is "small," though it number its employes ounds, its frontage in hundreds of thousands and its stant in thousands of thousands—if it does not meas- al lements for success, may easily be expanded to up ese essentials.

"l le" business so-called which possesses the funda- por ns limited only by the ambition of its owners, if s ess qualities are sustained and developed in math- hi proportion.

he big" store, on the other hand, grown big in size ap by some fortuitous circumstance and in spite of f, ust go back to the success level of the other store ero e really big.

ow pply this simple observation to the advertising of all ore and we find that, if it is rightly done, it differs pect from the advertising needs of the big store, pt ly in size. Thus the job of successfully advertis- a s all store differs only in degree from the larger e jo and the small store may safely copy the advertis- met ds of the big store, so long as it is careful which stor it copies.

he s ccessful big store, or the big successful store, no er oks on newspaper advertising copy, direct mail ier d window display as the summum bonum of artm nt Store advertising; these have become sub- mate o what has been called the "Sales Plan," of ch th y are but vehicles of delivery.

pl nt is advertising, that mere announcements in newspapers, in windows or elswhere have worked wonders in selling, but when made part of a complete sales plan the possibilities for multiplying its efficacy are unlimited.

A scientific sales plan is a method of combining all of the elements in a store which makes for selling success and focusing the effort to where it is most needed.

For instance, what is involved in the sale of goods? Is it the mere "telling of their presence in an advertisement? Or is it true that everything in a store's makeup ultimately contributes to its Sales. Merchandise, Service, Personnel, Display, Atmosphere, Good Will, Season and finally Advertising— all are part of the sale and the best department store advertising is being done by the men who recognize this fact and plan accordingly.

Most store advertising is mere statement without plan—quite like the stunt flyer out west who remarked: "Parachute, nothing; I just jump out and take a chance on landing in a hay stack somewhere."

This is more true of small stores than big ones. Such stores hire a bright boy for $50 or $60 a week to make layouts, buy cuts and write copy. He is usually too busy to do much more than that, yet the average store's advertising expenditure, including all that is usually charged to advertising, runs around 5 per cent of its value—or about as much as its net profit if it is lucky. This in itself is not so serious as the fact that this limited sense of store advertising is standing between that store and its larger possibilities.

A successful sales plan begins with an objective. It takes a certain month or a certain day, a certain item or a certain department and says: "We plan to do this or that." Men have often found that the size of their accomplishments is usually in proportion to the size of their plans. Sometimes the quota is just arbitrary like a swimmer who plunges right in and does as well as he can. More often it is based on figures of past performance, plus sound judgement of present possibilities, as the swimmer might set out to beat a fixed record for speed or distance.

In large stores such plans may take a certain month, four to six weeks ahead; fix quotas for each department, each day of the month. This quota may be the result of many things—last year's records buyers' opinions based on market study, special purchases, stock conditions, activities of other stores, comparative records, advertising men's inspirations and owners' ambitions.

But having made the quota, then every element of the store's activity must be brought into play to meet the quota. The operation is divided into five parts for easy consideration in the last paragraph of this story.

A quota having been set up as an objective, the operation begins. A certain department is planning to "get" a certain day's or week's or month's business.

(Continued on page 25)

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery C

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WAR

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMAN
West

ROY E. HENDERSON
President

A Superior

IVORY

B O D Y

N E W
PATTERNS



Representatives

D. King Irwin, 200 Fifth Ave., New York City

F. A. Miner, 116 W. High Terrace, Rochester, N. Y.

E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.

Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.

Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.- SALINEVILLE. O.

"Ceramic Dictionary"

Copyrighted

By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, In

Publishers

45 East 17th St. New Yor

question: Are the goods right for the end sought? ays so? Who knows? If not, why go on with the

ody can pick out of most advertising, goods ad- that are not right—untimely, improperly priced, ited in quantity, unprofitable for advertising. Yet ible waste goes on because the man who knows ds and the man who does the advertising are not king terms.

goods must be right or near right and if the adver- an does not know, somebody must tell him when v.

d question: Is the service element involved pro- vered? It may be that the goods require special considerations, or special attention of the credit ent, or in other ways call for more than the ordin- tine of service. But does the service department bout the proposed operation in ample time to plan ? In other words, does the plan include the Service r?

question: Does the program include the person- he particular department or is it a state secret? azing how little most buyers take the rank and file department into their confidence. Yet the girl be- counter is the key to the whole activity.

les plan has a righ to hope for success which does ide at the proper time ample understanding of the speople, stock heads, floormen and others are to assuring the quota for their department.

lement of the store's activity as mentioned on page ed in five parts are:

1. The Merchandise
   The Buyer)
2. The Service
   (The Manager)
3. The Personnel
   The Employment Manager)
4. The Display
   The Display Manager)
5. The Advertising
   The advertising Manager)

of 18 Nations Dropped 5 Per Cent. in 1926, $2,160,000,000 Recession

ease of nearly 5 per cent. in the international eighteen of the most important countries in 1926 by an analysis of the world's trade issued by ision of Statistical Research of the Department erce.

al international trade of the eighteen countries— nd export—last year totaled $43,431,200,000, 45,591,200,000 in 1925. Total exports of the were valued at $20,758,900,000 last year, against 00,000 in the preceding year, and imports were 00,000, against $23,551,100,000, a decline of $1,- 00 in exports and $878,800,000 in imports. The in the value of world commerce in 1926, it is sulted largely from declines in the prices of a number of important commodities, including cotton, sugar, wheat and silk.

The United Kingdom and France were the only great trading countries of the world which experienced a decline in both exports and imports during 1926. Exports from the United Kingdom decreased by $701,900,000 from $4,478,800,000 in 1925, to $3,776,900,000 in 1926 and imports declined by $350,200,000 from $6,388,000,000 to $6,037,800,000.

Mail-order sales, two houses, show a gain of 17 per cent. over February, but of only 2 per cent. over March a year ago. But one of these houses shows a gain, while the other shows a decrease from March last year, while the two combined report a decrease of 2.4 per cent. from the first quarter of 1926. Chain stores show a gain of 12.8 per cent. over March, 1926, while for three months the total sales are 13.8 per cent. larger than a year ago.

The "I Am" Man

J. Kindleberger, president of the Kalamazoo Vegetable Parchment Company, in a business experience of thirty years, has come into close touch with big businesses employing hundreds and even thousands of men, and recalls, he says, not a single instance where an unusually successful business has not been dominated by the personality of one individual.

He quotes a president and general manager of a large concern, who, when recently asked, "What is the secret of the success of your house?" replied, without hesitation, "I am."

Mr. Kindleberger defends this seeming excess of ego, saying that it is inevitably the "I am" man, the man who is conscious of his own strength and clear in his purpose, who puts the business through.

Mr. Kindleberger's contention would seem to be borne out by the careers of some of the world's greatest successes. Napoleon when he first rose to power was one of a triumvirate, but you have to search the archives to find the names of the other two.—*Forbes Magazine* (N. Y.)

Ward Opens Another

More than 4600 adults were registered at the opening of the new merchandise display of Montgomery Ward & Co. at Clinton, Ill., recently, visitors hailing from within a radius of thirty miles of the De Witt County seat. Within that radius there is a population exceeding 138,000.

On the night before the formal opening of the exhibit nearly 200 members of the Clinton Chamber of Commerce visited the exhibit rooms in a body and welcomed Montgomery Ward & Co. into the business life of the community.

The Clinton display has entrances on two streets and is advantageously located in the heart of the town. Women's wearing apparel was a feature of the opening display, and the general exhibit is made up of articles in common use in homes and on farms.



Can a pattern be modern French and old Persian at the same time?

It can if it comes from

MYOTT, SON & CO.

and is the

"BAGDAD"

on

"NELSON IVORY"

Here is a charming design that is absolutely up-to-date and Frenchy and yet has about it a suggestion of the old Persian. It sells on sight.

JUSTIN THARAUD, In

SOLE AGENTS

24 West 23d St. NEW YOI

Telephone Gramercy 5150

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
47 East 17th Street
New York, N. Y.



A re... idea i... spray, worke... delightful co... trast. Rosewood, tan... blue, Valencia blue, ... black are utilized in ... effect. Shown on the ... shape.

REPRESENTATIVES

NEW YORK
John L. Pasmantier & Sons
5 West 20th St.

EASTERN
V. D. Kinnan
Zanesville, O.

OHIO & M...
J. E. ...
Crooksv...

PACIFIC COAST
Harry O. Davis
728 S. Manhattan Pl.
Los Angeles

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel

CENTRAL WEST

George Sedelmeier
914 N. East St.
Bloomington, Ill.

J. L. Weaver
Roseville, O.

H. L. ...
Box 3
Coffeyvil...

The Crooksville China ...
CROOKSVILLE, OHIO

New York Imports

April 20th

S Portland Maru, from Bari, Italy

V degrift, F. B., & Co., 10 crates earthenware
S uss, N., & Sons, Inc., 95 cases glassware, 38 cases earthen-
ar 32 cases earthenware

ro Genoa, Italy

G am && Zenger, 60 cases earthenware, etc.

S Columbus, from Bremen, Germany

R nthal China Corp., 43 packages crockery
H ter, K., Inc., 23 cases crockery
B h, L., & Co., 5 casks crockery, 4 cases crockery
B feldt, G., & Co., 49 cases toys, crockery, etc., 2 cases crockery
H ningson, E., Co., 1 case earthenware
St e Bank, 7 cases earthenware
S ers, C. W., 5 cases decalcomanias, 2 cases decalcomanias
H sel, Bruckmann, & Lorbacher, 1 case toys, 6 cases porcelain

S Vollendam, from Rotterdam, Holland

H son Fwdg. & Shpg. Co., 6 packages crockery, etc.
D ies, Turner & Co., 3 cases crockery
G am & Zenger, 99 cases glassware
P enix Shpg. Co., 26 cases crockery, etc.
N , W. R., & Sons, 7 cases crockery
St e Bank of N. Y., 6 cases crockery
Tirnauer, G. M., & Co., 26 crates crockery
A r, Shpg. Co., 12 packages earthenware, etc.
B feldt, G., & Co., 30 cases crockery, etc.
N onal City Bank, 43 packages crockery, 5 cases hollow glass
Laurus & Rosenfeld, 35 crates crockery
B , F., & Co., 23 cases crockery

S Yorck, from Bremen, Germany

H jes, F., Jr., Inc., 22 cases hollow glass
B feldt, G., & Co., 51 cases toys, crockery, etc.

April 21st

S Havre Maru, from Kobe, Japan

M mura Bros., 77 cases earthenware

ror Nagoya, via Yokkaichi

M mura Bros., 57 cases porcelain
W dworth, F. W., & Co., 126 cases porcelain, 2 cases toys
H ta & Co., 81 cases earthenware and porcelain
M i, Momonoi, & Co., 202 cases earthenware, etc.
T a, A. I. Son, & Co., 156 cases earthenware and procelain
Ill lder, B., & Co., 10 cases porcelain
R nstein, H., & Co., 6 cases porcelain
M awk Novelty Co., 11 cases porcelain, etc.
Bl n, L. D., & Co., 102 cases porcelain
N oya, Seitosho, Ltd., 67 cases porcelain
Ta o Trading Co., 247 cases earthenware and porcelain
R G Importing Co., 12 cases crockery
Im o Bros., 132 cases earthenware and porcelain, 19 cases lac-
re, etc.
Ne York Mdse. Co., 85 cases earthenware, porcelain, etc.
O riya, K., & Co., 30 cases earthenware
Bl n, J. L., & Son, 15 cases earthenware

S Deutschland, from Hamburg, Germany

K er, P. C., Co., 1 case earthenware
By es, W. J., & Co., 2 cases toys, 4 cases earthenware
St b, P. A., & Co., 4 cases china and earthenware
Ka mann, K., Co., 1 case hollow glass
D ning, R. F., & Co., 8 cases hollow glass, 1 case crockery
R , F. H., 4 cases hollow glass, 10 cases porcelain
T y, B., & Co., 3 cases crockery
K herak Bros., 1 case crockery
P ll, C. H., Co., 6 cases hollow glass
Bl ningdale Bros., 6 cases crockery, toys, etc.
Ha en & McAvoy, 42 cases toys, earthenware, etc.
Bo feldt, G., & Co., 2 crates earthenware, 1 case toys, 1 case
ock y
Gu man, Salomon & Co., 2 cases glassware
Sh kman, B., & Co., 33 cases crockery, toys, etc.
Su van, W. C., 1 case crockery
He haw, G. A., 5 cases earthenware
Ba n, L., 14 cases hollow glass
Mi r, I., 15 cases hollow glass
Fr laender Co., 14 cases crockery, 1 case hollow glass
Gr am & Zenger, 1 case crockery
L . M. D., & Co., 31 cases toys, 3 cases crockery
Sp Trad. Co., 7 cases earthenware
Bl ningdale Bros., 16 cases earthenware
Frankel, B., & Co., 12 cases chinaware
Straus, N., & Sons, 18 cases earthenware, 12 cases hollow glass, 1 case earthenware
Steinhardt, A., & Bro., 7 cases crockery, 8 cases toys
Sullivan, W. C., & Co., 22 casks crockery, 5 cases crockery
Rohner, Gehrig, & Co., 1 case chinaware, 4 cases hollow glass

April 21st

S. S. Deutschland, from Hamburg, Germany (Additional)

N. Y. Mdse. Co., 96 cases toys, crockery, etc.
Sheldon, G. W., & Co., 3 casks majolica, 1 case majolica
Globe Shpg. Co., 324 cases crockery, etc.

S. S. Blair, from Algiers

Byrnes, W. J., & Co., 7 packages Moroccan ware, etc.
Moroccan Trading Co., 2 cases pottery
Chana & De Cordova, 8 barrels pottery

S. S. Caronia, from Liverpool, England

Globe Shpg. Co., 1 case earthenware
Pitcairn, W. S., Corp., 33 packages earthenware
Meakin & Ridgway, Inc., 42 packages china
Tharaud, J., Inc., 8 crates earthenware
Meadows, Wye & Co., 3 packages earthenware, etc.
Goerke Co., 1 crate earthenware
Downing, R. F., & Co., 1 case hollow ware
Vandegrift, F. B., & Co., 1 box china

S. S. Majestic, from Southampton, England

Guerin, Pouyat Elite, Ltd., 28 cases porcelain
Vogt & Dose, 8 casks porcelain
Tharaud, J., Inc., 16 casks porcelain
Phoenix Shpg. Co., 10 casks porcelain
Haviland China Co., 131 casks porcelain

S. S. Transylvania, from Glasgow, Scotland

Gunthel & Cruveilher, 23 crates earthenware

April 22nd

S. S. Wytheville, from Rotterdam, Holland

Bloch, L. D., & Co., 158 cases glass and earthenware
Borgfeldt, G., & Co., 203 cases earthenware and crockery, 30 casks earthenware and crockery, 10 crates earthenware and crockery
Lazarus & Rosenfeld, 26 cases china, 19 cases earthenware
Herbert & Neuwirth Co., 20 cases china, 24 cases glassware

S. S. Dtorrningholm, from Gothenburg, Sweden

Venon, J. H., Inc., 107 cases glassware
Madden, J., 1 case glassware
Meadows, Wye & Co., 1 case glassware

S. S. Tomalva, from Antwerp, Belgium

Lazarus & Rosenfeld, 43 crates crockery
Bloch, L. D., & Co., 20 cases earthenware
Borgfeldt, G., & Co., 40 packages earthenware

S. S. Hog Island, from Genoa, Italy

Gommi & Co., 10 cases earthenware and marble works

From Leghorn, Italy

Rice & Lynch, 17 cases earthenware, etc.
Friedlaender, O. O., & Co., 43 cases earthenware, etc.

From Naples, Italy

Atl. Fwdg. Co., 5 cases earthenware

S. S. Celtic, from Liverpool, England

Carroll, Yates, Slick, 1 case china
Panama Pacific Line, 8 packages earthenware
Rowland Marsellus Co., 10 packages earthenware and china
Shaw, J. M., & Co., 1 crate earthenware
Alpers & Mott, 1 cask china
Maddock & Miller, 56 crates earthenware, 4 casks china
Straus, N., & Co., 2 crates earthenware
Sellers, C. W., 11 casks earthenware, 3 casks china
Davison, John, Inc., 8 packages earthenware and china
Edmiston, H., 10 packages crockery
Gimbel Bros., 2 crates earthenware
Kupper, H. C., Inc., 9 crates earthenware
Guaranty Trust Co., 9 crates earthenware
Plummer, W. H., & Co., 4 hogsheads earthenware
Gerlach, F. C., & Co., 14 hogsheads earthenware, 2 crates earthenware
Leyland, P. N., 3 crates earthenware
Sendar Co., 22 cases earthenware
Dickinson, E. B., 8 crates earthenware, 11 packages earthenware
Vogt & Dose, 4 casks earthenware

(*Continued on page 29*)

DISTINCTIVE ETCHINGS
BY ECONOMY



7617 Parfait Crystal Bowl, Colored Stem and Foot. Etched 317.

Etched stemware is always staple. Economy designs carefully with retail value and salability always in mind. Use Economy lines and observe your sales grow. Sample lines displayed and territory served by:—

THOMAS F. O'HARA
New England
D. KING IRWIN
New York
FRED STOTT
Philadelphia
JOHN A. DOBSON & CO
Baltimore
A. L. REBER
Columbus
E. W. NEWTON
Chicago
W. C. REEL
Kansas City
R. A. WALKER
Twin Cities
F. M. SMITH
San Francisco
THE MYERS CO.
Los Angeles

ECONOMY GLASS CO.
Morgantown, W. Va.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
COMPANY
Beaver Falls-Pa



SOY KEE & CO., Inc.

Chinese Importers of

Gold Medallion Dinnerware

Also

Blue and White Canton China, Nankin and Chop Suey China, Tea Sets, Porcelains, Etc.

We import direct and have a complete stock of the famous gold medallion and Blue and White Canton.

Write for Price List



Gold Medallion Dinnerware

87 FIFTH AVENUE NEW YORK
Between 16th and 17th Sts. Telephone: Stuyvesant 3136-7-8

OBITUARY

Davison Dies—Pneumonia Takes Veteran Importer After Short Illness

ll be sorrowful news to a legion of friends in the learn of the passing of John Davison, well known china importer and head of John Davison, Inc., 14 Barclay St., New York, on Sunday, April 24, after only a week's illness.



Few men have passed to the great beyond in the trade who will be more deeply mourned than "Uncle John," as he was affectionately known by old-timers. He was a man of fine Christian character who endeared himself to all who really came to know him.

Mr. Davison, who was in his fifth year, was born at Burslem, Staffordshire, l, being descended from a family long identified English pottery industry. He came to this coune early nineties and became a partner in the busi- the importing firm of Davison & Pitcairn, this being composed of the late James Davison, John 's brother and Wm. S. Pitcairn, his brother-in- oon after his entry in the business Mr. Pitcairn o go into business for himself. The firm's name ame Davison Brothers. It was continued under e up to the retirement of James Davison in 1905, was continued by John Davison under his own e.

first years of his business career here he traveled ely in the interest of the lines his firm represented blished a reputation as being one of the best and pular salesmen on the road.

Davison had been a sufferer from rheumatism for five years, which had made it more and more for him to get about. He bore his suffering with ul patience, always saying he never felt better yone inquired about his health. Despite his handietting about he came to business every day, but in two years had been driven to New York in his ead of using the train as formerly. This was the dence of admission that he was not as physically er. He had been away from the office since the Monday morning before his death. He was suffering from a cold which was not thought to be serious until he developed pneumonia on Friday.

Mr. Davison is survived by two daughters, Miss Leonora Davison and Mrs. Elizabeth Berryman, also two grand children, daughters of Mrs. Berryman, all of whom made their home with him. His wife, who was the eldest sister of Wm. S. Pitcairn, died about two years ago.

Among those in the trade who attended the funeral services on Tuesday afternoon were William S. Pitcairn and Gilbert S. Pitcairn, J. Arthur Davison, a nephew, the son of the late James Davison and associated with his uncle in the business; J. W. French, traveler for the concern, who came home from the road to be at the services. Others were Kennard L. Wedgwood, John J. Miller, Robert Slimmon, James Boote, Harry L. Seixas, Justin Tharaud, Oscar Kopel, Harry Leyland, Wm. Taylor, L. S. Owen, Gabriel Torlotting, and Edw. Dolfinger, George Anthony, Albert Weber, with Herman C. Kupper, Inc.; J. S. McNally, with Copeland & Thompson; Geo. Higginson, with Johnson Bros.; L. J. Gaspar, buyer for John Wanamaker store; Alex. W. MacKensie, with Meakin & Ridgway, Howard R. Handy, of the *Pottery, Glass & Brass Salesman* and F. Calvin Demarest, of the CROCKERY AND GLASS JOURNAL.

RESOLUTION PASSED BY CROCKERY BOARD OF TRADE

At a special meeting of the Crockery Board of Trade of New York, held on the twenty-sixth day of April, Nineteen Hundred and Twenty-seven, the following minute was adopted:

The members of this Board learned with profound sorrow and regret of the death of their friend and associate John Davison.

In earlier days, after entering upon the activities of the trade in the United States, the honor was attributed to him of being the Premier Salesman and during the many successful years which have followed as head of his house his good fellowship, genial friendliness and courtesy established for him a high place in the hearts of his associates; and his supreme integrity, punctilious observance of the ethics of the trade and the rights of others and his ability as a man of business commended him to the trade at large and gained its high respect and esteem.

We mourn the loss of a friend and valued associate and to his family we extend our sincere sympathy in their bereavement.

Souvenir Glass Lines in Demand

Souvenir glass lines are in better demand just now, but the sale of these specialties is not near as active as some years past. The bulk of these goods go to summer resorts, summer parks and pleasure resorts. There was a time when a heavy business was done on these goods, but during the last few years there has been a gradual decline in orders. Road salesmen are forwarding factories more volume business, yet there are instances where orders show that some department store interests are placing orders for only immediate requirement.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

CHICAGO FIRM SEEKS GLASSWARE LINES

WELL known Chicago firm, established amongst the China and Glass Trade with very appropriate show rooms, has an opening for Glassware lines such as tumblers, stemware and tableware, Glass and Crockery Novelties, for Chicago and surrounding territory. Address Box 629, care of CROCKERY AND GLASS JOURNAL.

DEPARTMENT STORE BUYER AVAILABLE

CHINA and Glassware buyer over twenty years' experience finest department stores available any time. Address Box 631, care CROCKERY AND GLASS JOURNAL.

GLASSWARE SALESMAN WANTED

LARGE table glassware manufacturer of plain, decorated and fancy merchandise has openings in its sales department for thoroughly experienced, high caliber men in the following territories. New England States; Middle West; and South. Liberal drawing account allowed. State past experience and territory in which you are best acquainted. Reply to Box No. 628, care of CROCKERY AND GLASS JOURNAL.

ENGLISH GENTLEMAN SEEKS POSITION

ENGLISH gentleman, expert in the china and glass trade, desires responsible position; thorough knowledge and practical experience in all departments. Address Box 626, care of CROCKERY AND GLASS JOUBNAL.

OPPORTUNITY FOR EXPERIENCED SALESMAN

GOOD opportunity for experienced glassware and crockery salesman seeking to locate on the Pacific coast. Party with $5,000 to invest can buy half interest in old established manufacturing agency firm representing some of the best factories covering California, Oregon and Washington. Are desirous of opening branch sample rooms. State age, experience and references. Address Box 630, care of CROCKERY AND GLASS JOURNAL.

Buyers in New York

APRIL 21, 1927

W. B. Shockley, house furnishing goods, toys, china, J. B. Ivey & Co., Charlotte, N. C., 128 West 31st St. (Kirby Block & Fischer) Pennsylvania.

COMPLETE "LINES THAT SELL"

Manufactured by the

BRUSH POTTERY CO.

ZANESVILLE, OHIO

PROMPT DELIVERIES

By Our Trucks from Our

NEW YORK WAREHOUSE

5 W. 20TH ST.

JOHN L. PASMANTIER & SONS

Answers to Krockery Kwizz on Page 21

1—A low, round tray—formerly on wheels—in which a tankard "coasts" or makes a circuit of the dining table for the greater convenience of the company.

2—Walter Scott Lenox, founder of the Lenox Potteries, manufacturers of the famous Lenox China at Trenton, N. J.

3—A. J. Fondeville & Co.

4—A vitrified product in which food may be both cooked and served.

5—Chiefly they are: Printing, using decalcomania, painting by hand, applying gold and encrusting with gold.

6—Gabriel Torlotting.

7—A ceramic product with the following characteristics: it is vitrified, it is translucent, and it is always glazed.

8—The Romans.

9—1,400 years.

10—The name of a type of decoration (Italian) not of a ware. It is modelled after famous Della Robbia products of the fifteenth century and may be made of china or earthenware.

APRIL 22, 1927

L. Goldsmith, china, house furnishings, toys, Scranton D Co., Scranton, Pa., 115 W. 30th St. (B. F. Levis).

C. C. Vosburgh, lamps, The Willson-Chase Co., St. Petersb Fla., Broztell.

S. Einstein, lamp shades, vases, Palais Royal, Washington, D 455 7th Ave., (Kresge Dept. Stores, Inc.)

APRIL 26, 1927

L. E. Yennaco, lamps, R. H. White Co., Boston, Mass., 4th Ave.

John Martin, china, Jordan, Marsh Co., Boston, Mass., Madison Ave., 7th floor.

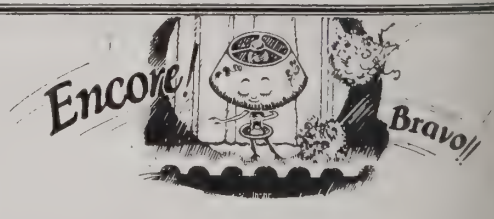
I. H. Kamsler, lamps, L. G. Gilbert Co., Forth Worth, Tex 128 W. 31st (Kirby, Block & Fischer).

J. E. Bason, house furnishings, Outlet Co., Providence, R 1150 Broadway (F. Lilienthal & Co.)

I. E. Fronani, china, glassware, Woodward & Lothrop, W ington, D. C., 370 7th Ave.

APRIL 27, 1927

F. F. Brown, china, crockery, house furnishings, Broad Dept. Store, Los Angeles, Calif. 128 West 31st (Weill & Fr man).



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY

HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.

Indian to Swim for Department Store

(Continued from page 19)

erican Girl' meet some of the original Americans. In d tion to this, of course, we posed the Indians in the el er of the store and, after introductions in true Indian a ion, the Chief and Princess staged an interesting and i resque war dance. After this the 'American Girl' o inued her shopping expedition throughout the Lane te .

Ve then went up to the Webster Hall swimming pool, v re Joseph is training, and posed the Chief with a Hay s d Ranch emblem on his swimming suit, and the erican Girl' and Joseph on a springing board. We h had Joseph swim before the camera and made a l up of him coming from the water.

his picture is now being shown in Detroit at one of h argest theatres here and Joseph is also appearing in e on, dressed in his swimming suit, assisting the 'Amer- ca Girl.' Before he is introduced, he comes upon the ta in a real Indian blanket with the traditional Indian e piece of feathers. The whole show gives the Lane Co pany thirty-five appearances in the film and twenty- w personal appearances of Joseph.

Ve are also sending out a letter to all the members f e Hay Island Ranch Boys Club telling them of the p al arrangements we have made with the management v eby all members will be admitted for half price and h all boys who wear their buttons will be permitted ac stage, thus tying up the younger element among ou us mers with this publicity for the Lane store.

ll of this, of course, is really only the beginning of a u city campaign which will culminate this summer w the world's championship long distance swimming m st will be held on the course between Hay Island and w Sound, an event which will secure for the Lane o pany, thousands of columns of publicity in news- ap s throughout the world."

Optimism Prevails Despite Lull in Trade

(Continued from page 22)

ail es have increased; that the revolution in merchan- i methods during the last few years has placed many nu facturers in a difficult position, to which they have ot et become entirely adjusted; that the coal strike must e an unfavorable influence in some localities; that on ions in a number of foreign countries are highly ins led, and that the future of international commerce and nance depends on the outcome of certain questions for hich a final solution has not yet been found.

remains true, however, that most of the unfavor- ble actors are as yet mere potentialities, with little or no ear g on the course of trade in the immediate future. As f the significance of current reports, most of these in- ica a moderate, but nevertheless encouraging, seasonal ex sion."

T Boss—"Robert, I hope you try to save half of what ou arn."

ce Boy—"I don't get that much, sir."

New York Imports

(Continued from page 27)

Boote, E., 2 casks china, 17 packages earthenware
Fondeville, A. J., & Co., 4 crates earthenware

April 23rd

S. S. Paris, from Havre, France
Corbett, M. J., & Co., 1 case porcelain
Haviland, T., & Co., 52 casks porcelain
Macy, R. H., & Co., 5 casks chinaware
Bernardaud, L., 9 casks chinaware
Portenoy & Co., 14 packages china, etc.
Tausig & Pilcer, 1 case chinaware
Marshall, Field & Co., 2 cases majolicas
Bane, W. L., & Co., 1 case chinaware
Borgfeldt, G., & Co., 1 cask chinaware
Vandegrift, F. B., & Co., 1 case lamps
Globe Shpg. Co., 1 cask chinaware

S. S. Oscar II, from Copenhagen, Denmark
Andrews, D. C., & Co., 1 case china
Overton & Co., 7 cases china

April 25th

S. S. President Harding, from Bremerhaven, Germany
Bischoff, E., Co., 1 case hollow glass
Scott, F. B., 16 cases hollow glass
Sellers, D. P., 10 cases decalcomanias
Consmiller, L. A., 13 cases decalcomanias

S. S. Hektor, from Marseilles, France
Gillman, Collamore & Co., 1 package china
Amer. Exp. Co., 8 cases crockery

From Grasse, via Marseilles
Amer. Exp. Co., 2 cases pottery

S. S. Republic, from Bremen, Germany
Chatham & Phenix Nat'l. Bank, 10 cases earthenware
Altman, B., & Co., 2 cases earthenware
Globe Shpg. Co., 8 cases toys, porcelain
Butler Bros., 1 case crockery
Heinrich & Winterling, Inc., 1 case crockery, 1 case crockery
Harrison, M., & Co., 8 cases porcelain

S. S. President Wilson, from Genoa, Italy
Amer. Shpg. Co., 6 cases terracotta ware

S. S. Minnetonka, from London, England
Oppenheimer, A., & Co., 3 cases earthenware, etc.
Knapp, J. A., 2 cases crockery

S. S. Alberta, from Naples, Italy
Amer. Exp. Co., 21 cases earthenware, etc.

April 26th

S. S. Berengaria, from Southampton, England
Amer. Exp. Co., 1 case chinaware

S. S. Rotterdam, from Rotterdam, Holland
Hudson Fwdg. & Shpg. Co., 21 cases crockery
Borgfeldt, G. A., & Co., 2 cases glassware, 52 cases earthenware, toys, etc.
Basket Impt. Co., 8 cases crockery, 2 cases toys, 36 cases earthenware, 511 packages crockery
Phoenix Shpg. Co., 130 cases crockery, 40 crates crockery
Altman, B., & Co., 4 cases earthenware
Loeser, F., Co., 3 cases earthenware
Equitable Trust Co., 36 packages crockery
National City Bank, 95 cases crockery
Strauss, Eckhardt & Co., 6 cases crockery, 29 cases toys, 54 cases toys
Grace National Bank, 28 cases crockery, etc.
Fourman Bros., 12 cases crockery, 3 casks crockery

S. S. Schodack, from Havre, France
Meadows, Wye & Co., 2 cases earthenware
Stern Bros., 1 case earthenware

S. S. Brazil Maru, from Naples, Italy
Strauss, N., & Co., 4 cases earthenware

"I have generally found that short words are the best to use."

"Just so," said the henpecked husband, "and thin words—the kind you can get in edgewise."

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co. Selb
Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

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B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

E. TORLOTTING, INC., *35-37 West 23rd. St.*
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Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
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WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

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THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
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Manufacturers and Importers, Earthenware, China and Glassware.

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THE CRESCENT CHINA CO., *Sebring, Ohio.*
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N. W. corner of 17th Street

Telephone Watkins 8467

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The Silver City Glass Co.
Lewis County Cut Glass Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co

Pottery

Oxford Pottery Co.

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D. KING IRWIN, *Fifth Avenue Building.*
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THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., D. C. Jenkins Glass Co., McDonald Glass Works, Inc. Telephones, Gramercy 291-292.

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The Coshocton Glass Corp.
The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitrified China Co.
W. I. Tycer Pottery Company.

HENRY WITTE, 43 West 23rd St.
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

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A Line
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There's Profit for You in Haviland China

INCREASED Haviland China advertising in national magazines is helping you by telling millions of housewives throughout the country that the genuine Haviland is "The mark of fine taste in fine china."

This advertising, together with the name and reputation of the genuine Haviland, should bring you profitable business—*if you are supplied with the necessary variety of patterns.* Are you?

We carry in New York, ready for immediate delivery, a great variety of patterns—every type of decoration—the whole price range—in full open stock and in assorted packages. This means that we can immediately supply any items you need to replenish your stock. *Write or call.*

It will cost you sales if you have to say "We haven't these patterns in stock."

"Genuine Haviland China"

DECORATED BY Haviland & Co. Limoges *on decorated china*

Every piece of *genuine* Haviland China—the Haviland, established by David Haviland in 183[illegible]—bears the trade marks shown here.

Haviland France *on white china*



"NORMANDY" "PLAZA" "PAISLEY"

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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 18

MAY 5, 1927

IN THIS ISSUE

Special Gift Section in which Beatrice Miller Wisner writes for our readers of the very latest gift items being displayed in New York Stores

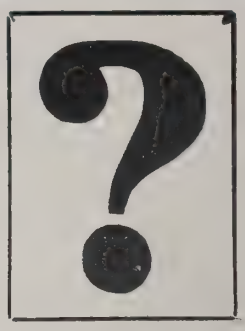
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

To have a permanent New York mailing address?

To receive information about any particular line?

To receive a reminder of coming events and activities?

To be advised about important changes in the trade?

To be listed in advance of your coming to the New York market?

CROCKERY AND GLASS JOURNAL

will do all these things for you

Clip the coupon below and receive the paper regularly each week.

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Vol. 104. No. 18. May 5, 1927.



June Means Gifts

COMMENCEMENTS, weddings, anniversaries, showers—besides the usual run of birthdays—pile up to make June the second greatest gift month of the year. For any woman from seventeen to seventy, a Hall Teapot is an ideal gift.

See your jobber or write.

THE HALL CHINA CO.

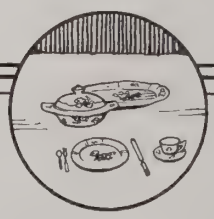
East Liverpool, Ohio



Gloria Shape

THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

We invite comparison.



KNOWLES, TAYLOR & KNOWLES
Company
EAST LIVERPOOL., OHIO.

K·T&K·
IVORY

DID YOU EVER STROLL UP FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

A Postcard Request Will Bring Our Rates

The CROCKERY AND GLASS JOURNAL
45 East 17th Street
New York City



Decoration Y-31

The Yellowstone Dinner Service

WHILE the demand for sprig treatments in bold designs and striking colors effects has much increased during the past year or two, they have by no means effected the popularity of attractive borders.

When a wide border is applied to the Yellowstone Dinner Service, octagon model, with its background of delicate ivory, the effect is one of peculiar beauty. The pattern illustrated above as Decoration Y-31 is one of a troup of Yellowstone borders quite out of the ordinary in appearance and in sales appeal.

The Homer-Laughlin China Co.

Newell, W. Va. ***and*** **East Liverpool, O.**

ANOTHER

MERCER

CREATION



THE TRAYMORE DECORATION—
a brilliant border in eight colors with blue, yellow and red predominating.

The NEW "QUEEN ANNE" IVORY

The Mercer Pottery now offers this attractive new shape executed in a warm ivory body. It is decorated with a wide variety of colorful patterns which are carried in open stock at the factory for Spring delivery.

MERCER POTTERY CO.

Manufacturers of Dinnerware Since 1871

TRENTON, NEW JERSEY

E. M. MEDER CO.
N. WABASH AVE.
CHICAGO

NEW YORK OFFICE—ROOM 356
200 FIFTH AVENUE

F. C. BRANUM
252 WILCOX BLDG.
LOS ANGELES, CAL.



CHUSAN — *A decoration that sells*

Oriental in motif, the vividly contrasting colors of this decoration, on the warm toned Princess Ivory Body, form a pleasing ensemble that is sure to appeal to your most discriminating trade.

Dealers who have stocked this pattern on the new Oakmont Shape are enthusiastic over its sales appeal. You too will find it a profit maker.

THE SMITH-PHILLIPS CHINA CO.

East Liverpool, Ohio

Princess Ivory

STABLISHED IN 1874

PHONE STUYVESANT 6052

Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
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.04 May 5, 1927 No. 18

AS THE EDITOR SEES IT

rkets for Farmer

The principle that the home market should be protected as far as possible for the American farmer was emphasized at the meeting of the th Central Division of the Chamber of Commerce h United States, at which ninety-nine chambers of m ce and more than one hundred trade associations e presented.

To prevent an abundant yield in primary branches of cu ure from having consequences opposite to those ch hould follow," the meeting declared, " it is neces- t find a solution for the problem caused by pro- io of surpluses over the quantities which can be util- wh our own country, to devise means to prevent s pluses from disorganizing the domestic market for ch ur agriculture predominately produces and in ch should receive its compensation according to our est standards.

To e solution of this problem the Northern Central sio asks the Chamber to give every assistance in its er. The position of agriculture in our own markets ld e protected from conditions over which agricul- its f has no control, as well as from every kind of ir petition in those markets. Every form of en- ris n this division, agricultural or otherwise, has its tes opportunity in home markets. Equality of oppor- y r uires that American agriculture, in common with str nd labor, should have the safeguards which will it e broadest possible development of its American markets, to the end that it may receive the full values of the products which it supplies to those markets."

Airports and City Planning

The possibility that the airport will shift the trend of city development of the future is broached by John Ihlder, Manager of the Department of Civic Development of the Chamber of Commerce of the United States in an address recently delivered before the City Planning Institute.

Calling attention to the open water spaces possesssed by bay cities, Mr. Ihlder said: "It would be difficult to overestimate the economic value of the breezes from the water that flow through the streets of New York and the bay cities.

"Awakening to the advantages which nature forced upon our fortunate members, we shall provide adequately for the new kind of harbor that is coming to us with the airplane. We doubtless shall, under stress of necessity, figure carefully how small an air field may be, how high the surrounding buildings may be permitted to rise, for we wish to bring the air harbor as far in town as possible in order to minimize change in existing values. But as the railroad induced our river towns to turn their backs upon the levees, so the airplane may induce them to face in a new direction, and those towns which make the most adequate provision are likely to reap a benefit.

"But air-harbors like water-harbors, will prove inadequate to our purpose and other uses, such as truck gardening and farming, will be found for these open areas."

CAUGHT IN THE NEWS NET

MAX HERBERT, of Herbert & Neuwirth, is certain that taxi cabs are his jinx. Mr. Herbert recently returned from Europe with a scar on his nose and another on his lip, the result of a taxi cab collision in Paris. This week while riding along Twenty-third St. in a taxi, Mr. Herbert was the victim of another collision, but this time he was more fortunate, escaping with merely a bad shaking up.

"Gus" Bub, of Hartman's, Chicago, arrived from Europe the early part of this week and spent a couple of days looking over the local market.

"Lee" Moses, of Frederick Loeser & Co., Brooklyn, was another arrival from Europe this week.

Miss Crowley, with Strawbridge & Clothier, Philadelphia, was in New York Tuesday calling on the trade, as was Arthur Lit, of Lit Brothers, also of the Quaker City.

Edward W. Hammond received a sad telegram Tuesday to wit: "Mrs. J. M. Payne died this morning of injuries received in an automobile wreck Saturday. Business temporarily suspended. (Signed) Dunbar Flint Glass Corp." Mrs. Payne was the wife of the president and sales manager of the concern.

Albert J. Brech & Son, which firm, as was recently announced in a late issue of the CROCKERY AND GLASS JOURNAL were to move from their old quarters at 101 East 16th St., to a larger and more pretentious home at 13 East 17th St. between Fifth Ave. and Broadway, are now well established in their new quarters. The firm moved the former part of this week and already the new place is taking on a shipshape and spic and span appearance.

H. D. Wintringer, head of the Steubenville Pottery Co., Steubenville, O., spent several days in New York this week consulting with the concern's local agent, Abe Hays. From here Mr. Wintringer will go to Boston to see his New England representative Robert Corey, before returning to the factory.

Passage has been booked on the *De Grasse*, sailing May 11, by J. H. Venon, who leaves on his annual summer trip to France. While abroad he will make trips to the various foreign factories he represents in America, planning for his new Fall lines.

L. J. Gaspar, china and glassware buyer for John W amaker, who has been looking after both the New Y and Philadelphia stores, will in the future take car only the New York store, while James Gilman Philadelphia, will be in charge at Philadelphia from on. Mr. Holden, who held a post of assistant to Gaspar, has resigned and there is some talk in the t of his going with Abraham & Straus, although this not been confirmed at this writing.

Among the well-known men in the trade who retu from Europe last Thursday when the *Mauretania* pleted a speedy run of five days, five hours, were Herbert, of Herbert & Neuwirth, New York; A. I wanger, house furnishings, china and bric-a-brac b for Joseph Horne Co., Pittsburgh, and Leon Neub china and glassware buyer for Crowley, Milner Co., troit, Mich.

Edward W. Hammond, the manufacturers' agent turned Friday from a flying trip to the factories of Atlas-Globe China Co., Niles, O., where he arranged some new shipments.

Otto Jaeger, head of the Bonita Art Glass Co., H ington, W. Va., was re-elected president of the Hun ton Rifle Club at the recent annual meeting of the or ization. It was also decided at the meeting to affi with the National Association of the United States which application is being made.

Venon Adds New Glass Room

J. H. Venon, Inc., are living up to the old traditio Spring cleaning by putting their salesrooms at 104 Ave., in an immaculate condition. Painters, fixture and other workmen have been busily engaged overhau the place from stem to stern, which includes altera and additions that add further to the beauty of the ro

One of the changes that has taken place is a new enlarged private office for Mr. Venon adjoining his for office. This is being fitted out with new furniture as is the general office of the firm. Mr. Venon's former pr office will be given over to the office manager of the cern.

The most important change made perhaps, fron trade's point of view, is the addition of a new glass room, devoted to the exclusive display of the conc finer lines of Swedish art glass. Here Mr. Venon's acteristic good taste and originality is shown to exce

It introduces an entirely new idea in display hich bring out the beauty of the ware in a manay well be considered an achievement.

m is done in old blue and ebony. The wall fixpony are of medium height with wide panels at old blue velour, with large antique fancy silver ks at the corners. Below are shelves of soft finished white glass with the lights concealed and at the back. This produces a subdued filters through the glass, bringing out the full the ware. This method of display adapts itthe better grade of glass for the light shining nds to bring out imperfections. In the center are tables in ebony with glass tops and raised so illuminated the same as the wall fixtures. blue carpet completes one of the most artistic ms to be seen in the trade.

Selden Adds New Lines

w lines have recently been added by Howard 225 Fifth Ave., New York, to his already ines, including the United Arts & Crafts, im- West 47th St., New York, ceramics and dis- ps and shades; the India Commerce Co., 281 ., New York, Indian brass, hand-blocked roidered cushions, couch covers, etc; Lee ., 345 Lexington Ave., New York, manufaetal lamps, and Van Eyck Studios, Inc., 142 St., New York, exceptional furniture. Mr. be at the Olympic Hotel, Seattle, Wash., May 7th; Benson Hotel, Portland, Oregon, May nd 11th; Palace Hotel, San Francisco, May t; Biltmore Hotel, Los Angeles, Cal., May 1st; Hotel Utah, Salt Lake City, Utah, June

A Retailer's Code of Ethics

erchant's code of ethics governing his conne conduct of the store toward the public, ompetitors, toward his employes and toward rom whom he buys was adopted by the Reits Division of the Chamber of Commerce, . Y., recently, according to the *Retail Ledger*. was drafted by a committee of retailers of Keating was the head, and was adopted by a ote. Members will be asked to sign pledge which they will be given insignia to display . Violations will be punished by withdrawing a by the chamber.

declares that every business must realize a r service rendered in proportion to risks inres should strive for continuity of operad standards, elimination of waste and better employment.

dvertising is absolutely necessary, the code declares, as well as scrupulous fulfillment of all representations made to the customer at the time of purchase.

Unfair competition, such as "dual prices," are denounced as a "public wrong" and the statement made that progress is made through co-operation and useful business and trade organizations.

The code in full is as follows:

Principle 1—The foundation of business is Confidence; the cornerstone is Integrity. As merchants we believe that honesty, fair dealing and efficient service, integrity, creates confidence between the buyer and the seller, which is of mutual benefit.

Principle 2—We hold that every retailer has a fourfold obligation: (a) to the public, (b) to his employes, (c) to his competitors, and (d) to those from whom he buys.

Principle 3—Successful business must realize for service rendered a fair profit, plus a safe reserve, in proportion to the risks involved and foresight required.

Principle 4—That obligation to itself and the community prompts business to strive for continuity of operation, improved standards and methods to promote better business conditions of employment and greater efficiency through knowledge of best trade tactics.

Principle 5—Retail business recognizes mutuality of interest. Unfair competition, embracing all acts characterized by bad faith, deception or fraud, is wasteful, despicable and a public wrong. Progress is made in co-operation and through useful business and trade organizations.

Principle 6—Waste in any form—of capital, of labor, of merchandise or material—is intolerable, and constant effort will be made to eliminate it.

Principle 7—Fair dealing presumes equality of price—the maintenance of a one-price policy that eliminates special discounts except for resale.

Principle 8—We believe in truthful advertising and condemn any form of advertising or verbal representation that is calculated to convey a wrong impression to the public. Representation to the public of goods and service shall be truthfully made and scrupulously fulfilled.

Principle 9—The adherence of these principles protects both retailer and the public, and is the best way of meeting out-of-town competition of mail order, the dual-price store, the professional canvasser and the mushroom competition of the temporary holiday store with left-over goods at cut prices.

Principle 10—Our constant aim shall be to conduct our individual business upon a higher plane in order to reflect credit on this organization and our craft as a whole, and effectively serve our community.

"How kind of you," said the sweet young thing with a cosmic blush, "to bring me these lovely flowers. They are so beautiful and fresh. I think there is some dew on them yet."

"Yes," said the young man with a great deal of embarassment, "but I'm going to pay it off tomorow."



WHAT THE POTTERIES ARE DOING



Talk of Small Potteries Merging Classed as Mere Idle Gossip

FOR some weeks there have been rumors heard in this district of the probability of the merging of a number of the smaller pottery interests here, and also of another consolidation that would include several plants located in "outside" territory. Rigid investigation, however, has failed to disclose any facts that would at this time give base to the reports, and some are of the opinion that such stories have been circulated merely as shop gossip. It is said, however, that these reports gained momentum following the official announcement of certain local manufacturers of intent to equip their plants with tunnel kilns, and coupled with the fact that the Homer Laughlin China Co. is erecting their new No. 7 tunnel kiln factory. A St. Louis, Mo. interest a decade ago was the last to attempt to complete a merger of certain local pottery interests, but this proposition barely passed the discussion stage. It is generally admitted, however, that with the operation of tunnel kilns overhead is materially decreased, and that the owners of tunnel kiln plants are in a position to take on considerable more business. Unless this additional business is obtained from new quarters, there is reason to believe that trade now served by some of the smaller plants will be sought. With all of the new tunnel kilns now being erected in this district in operation, the possible production of dinnerware will be materially increased. Small plant owners, as a matter of fact are not likely to stand by silently and permit their properties to remain idle, but that they will put more intensity into the campaign for business is generally admitted.

However, the increase in the number of tunnel kilns in this district is not at an end, it is said. It was currently reported here this week that at least two other East Liverpool dinnerware manufacturers are considering the erection of tunnel kilns, and that announcement of award of contracts for such factory extentions may be expected within the next few months or sooner.

It is now currently reported here that George C. Murphy & Co., which operates a chain of popular priced stores in this district will place $1,000,000 new common stock on the market, the first public offering the company has ever made. The new shares will go on the market at $27.50 per share. While no official announcement has been made by the officials of the company, it is said the interest plans an extension program.

Diplomas for Retail Training Gr

The University of Pittsburgh has presented 1 mas to Pittsburgh department store workers ar tives, following the successful completion of a the Research Bureau for Retailing Training. number of diplomas presented those who took plete course, 83 were given store executives. T given by the University consists of a series of by department store experts and executives and tical training.

Says Better Grade Ware in Dema

"Judging from the character of business we a ing, there is a decided improvement in the de the better grade of border patterns," declared Judge, Jr., sales manager for the National C Salineville, O., this week. It is an odd situatio of the fact factory output is being somewhat More time is required to turn out the better border patterns than spray treatments, and bet tion of ware is also required for these borde Our mails have been very good of late for goo treatments, and we are working full time on t of merchandise."

May's May-Day Sale Results in Stam

Three policemen were required to hold the c check at the May Department store, Cleveland, v store observed its annual May Day sale Saturd 23rd. The officers were placed in the housef department in the basement of this store, the de being in charge of Thomas Stackpole. The sale day at this store amounted to over $1,000,000. china and glass department on an upper floor was throughout the day. Although Mr. Stackpole fe general line of open stock border patterns on white and ivory body, in addition to spray patt more costly border patterns "went first." As the sale closed, new stocks were immediately ord replacements. The sale as a whole was the l the history of this store.

W. L. Tickell on Eastern Circuit

W. L. Tickell, Eastern salesman for the Smi lips China Co., opened at New York last week, t his first stop on his swing over the Eastern terri is showing the full line of the new Princess iv shape of this factory.

heling Business Averages About Same

usiness in the Wheeling, W. Va. district will average the same as in 1926, but the china and glass business has shown a slight decline," observed H. T. McGregor of the H. P. McGregor Co., jobbers, of Wheeling, W. Va. "Practically all of the coal mines in Eastern Ohio, at least those nearest Wheeling, are closed down indefinitely, which vitally affects Wheeling, although all industries are running normal." The McGregor Co. moved into a new location during April, and because the business was practically closed for two weeks, the business for the month will show a marked decline from that of April last year. The new store was opened to the public April 16th, and the formal opening continued over April 18th. Large crowds attended this opening and each visitor was presented an appropriate souvenir. The retail department of the store occupies the ground floor and basement, the former being devoted to glassware, china, novelties and art ware, while the second floor is being used for the exclusive display of dinnerware. "By actual count there are 20 people passing our store to one passing the store in its former location," said Mr. McGregor, "and because of this fact we are going to do a greater business than we ever did before."

Students Inspect Homer Laughlin Plants

Students from the Carnegie Institute of Technology, Pittsburgh, Pa., were entertained here a few days ago by the East Liverpool Rotary Club, and after lunch were taken on an inspection tour through the plants of the Homer Laughlin China Co., at Newell, W. Va., and that of the Knowles, Taylor, Knowles Co. and the W. Thomas Sons Co., in this city. The group of students was headed by Dr. George H. Fellows of the Carnegie Institute. Considerable notice is being taken of late by the various Institutes of the advancement being made in the dinnerware section of the ceramic industry, month does not pass but what a group of students here and there come into the district. Practically every group is shown through the Laughlin plants at Newell.

Canonsburg Pottery Capital Stock Increased

Word has been received here that the capital stock of the Canonsburg Pottery Co., Lansdale, Pa., has been increased from $250,000 to $500,000. The plant has the capacity for production of stoneware and specialties in the largest output of the United States.

Yellowware Production Very Active

In recent years has the production of yellowware in this district been on such an active basis as it is this year. Not shipments are in steady movement, while the warehouse orders are heavy. The No. 2 plant of the D. E. McNicol Pottery Co. is engaged exclusively in the production of this line of goods, and orders for bowls and tea pots are in volume receipt, especially from the Eastern and New England territory.

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The Big Store Has Big Extension Plan

Salesmen from this district making the Cincinnati, O., territory have reported that The Big Store Co. department store there has purchased a large tract which will include a city block in which is located the Denton Co., nine-story building. The purchasing interest will take over the Denton building upon the completion of the Denton interests with that of the Jonap Co. The Big Store Co. has an expansion program in view that will cost over $3,000,000, and the additions proposed is the natural outcome of the constant growth of business.

Hall Operating New Plant

A portion of the clay department of the new No. 3 plant of the Hall China Co., will be placed in operation next Monday, and forces will be added steadily until a full organization is employed. This three-kiln pottery was formerly owned by the D. E. McNicol Pottery Co., and was taken over by the Hall China Co., last week. Contractors are now erecting an addition to the plant, for the purpose of giving the firm additional clay shop capacity, and will be used in the main for casting purposes.

John P. Hackenberg Visits Market

John P. Hackenberg, Milton, Pa., one of the largest jobbers in the Eastern Pennsylvania territory, spent several days in the East Liverpool market last week, being registered at the Elks Club. It was his first trip to the market since January.

GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS

Many Old Time Pottery and Glass Manufacturers Have Passed on Since 1908

LOOKING over a list of pottery and glass manufacturers who displayed lines in four hotels during the January buying season in 1908 the record shows that many salesmen who were active in the trade when have passed beyond, and that others, although still living, are no longer identified with either industry. During the season of 1908 there were 18 displays at the Monongahela House, and 14 were arranged at the Seventh Avenue Hotel. There were 18 displays in the Hotel Henry, and but six at the Ft. Pitt Hotel. The salesmen showing at the Monongahela House were George L. Caldwell, Percy Pownall, Clarence Northwood, Samuel P. Kenny, J. H. Johonot, E. L. Slocum, Thomas H. Butcher, David Fisher, M. J. Adams, F. H. Pletcher, S. Q. Hamilton, A. J. Bennett, Thomas H. Lohr, F. B. Lawrence, S. O. Paul, E. C. Zimmermann, E. I. Hughes, E. W. Nickerson and A. F. Nickerson. Those having displays at the Seventh Avenue Hotel were Harry B. Whitney, W. L. Gaston, L. E. Smith, James B. McHugh, Theo. Bronstetter, W. F. Ellison, A. E. Soules, Howard C. Jenkins, Walter G. Minnemeyer, I. J. Collins, W. H. Duvall, Walter B. Lindsay and Charles G. Cassell. At the Hotel Henry were found Thomas A. Copperstone, James P. Gordon, Cecil Taylor, J. K. Wilson, W. R. Neal, Emil Herbeck, W. L. Huber, George Buxton, Ben F. Pritchard, H. S. Clark; H. J. Beatty, Fred J. Classen, J. E. Auston, William J. Owen, C. M. Raile, C. M. Newcomb, and Harry Arnold. This list does not vary much from the record of salesmen who were in the market during 1907, and it is recalled by the "old timers" that it was during the 1907 market that the plan was conceived to "pull away" from the Monongahela House and locate "up town." There was but one exhibit at the Hotel Anderson in 1907. During the last six months this hotel has been razed to give location to a new theatre. Only five lines were shown at the Hotel Henry in 1907 and Bryce Bros., and the Federal Glass Co. were the only lines displayed in 1907 at the Ft. Pitt. The last display of the Ohio Flint Glass Co., Lancaster, O., was made at the Monongahela House in 1907 with B. W. Jacobs in charge. He was the first to put an electric sign over the door of his sample room, the word being "Krystol". Mr. Jacobs the following year went ver to the Jefferson factory at Follansbee. At the Ft. Pitt Hotel in 1907, it was Jule Braum, then showing the Federal Glass Co.'s line of tumblers who entertained by singing "My Old Kentucky Home." Charles Israel, back in 1907 displayed the lines of the Wheeling Potteries Co., in [illegible] semer Building, while the old National Glass C[o] large sample room at 307 Market St., then in c[harge] D. F. Elkins. Bryce, Higbee Co. had a sample [room] 1907 in the Lewis Block at Smithfield and Sixth[?] site now occupied by the Kaufmann & Baer de[partment] store. "Bob" West was then in the office at this [house] The Silicon Glass Co., had its display room in the [Lewis] Building, which was in charge of the Nixon [Co.] while P. E. Brady showed the lines of the [Imperial] Tumbler Works in the roo mof the National [Glass Co.] During the season of 1909 the number of exhib[itors] Monongahela House showed a decline, and in [1910] 1910, the old Hotel was "off the list" and the [Henry] Hotel that year came to the front with 26 lines e[xhibited]

Brockway to Erect Large Additi[on]

The H. L. Dixon Co., of this city has been [awarded] the engineering contract for the erection of a la[rge addi]tion to the plant of the Brockway Glass Co., [Brock]way, Pa., which will involve the expenditure [of] $50,000.

Anniversary Sales Draw Crowds

Two large department stores in Pittsburgh [held] anniversary sales last Saturday, and as a result [large] crowds were observed in both. The Kaufman & [Baer] featured their 13th annual anniversary sale, [while] Rosenbaum store put on its 12th anniversary [sale] the housefurnishing, china and glass department[s] stores special bargains were put on sale, and [large] stocks were obtained for both events. Both glass[ware] dinnerware were in good request from the open[ing] the close of the sale, and some special patterns [were] out.

Hazel-Atlas Has Best Quarter

The quarterly financial report of the Hazel-Atlas Co., of Wheeling, W. Va., announced a few [days] showed that the statement was the best quarter[ly] ever issued in the history of the company. The [report] increase of over ten percent in gross operating [revenue] over the same period last year, which reflects [a] growth in the business of the corporation. To[tal] for the three months ending March 26th last was [$2,9]and deductions of $212,549 were made for [repair]

nce. Net surplus as of March 26th had been $2,359,741, the net gain for the three months 0,585. At the quarterly meeting of the board rs of this corporation, James L. O'Neil, vice- of the Guaranty Trust Co., New York, was member of the board, succeeding the vacancy the recent death of J. J. Holloway. Mr. O'Neil erly connected with the Carnegie Steel Co., dv.

Bettis Cooperage Destroyed by Fire

cperage plant of the H. Bettis Co., Washington, s een destroyed by fire, causing a loss to building of $25,000. The plant furnished packages for s ants in the Washington district. General offices Bttis Co. are at Wheeling, W. Va.

Acme Glass Co., Erecting New Plant

t of over $200,000 the Acme Glass Co. is erect- ne plant at Olean, N. Y. The production of this ll be devoted to a full line of containers, and ve employment to over 150 employes. The new s been designed by the Toledo Engineering Co., . and it will be placed in operation late this r. This is the second factory the Acme Glass Co. ve in operation at Olean, both being under the ent of W. B. Snell.

Glass Factories Business Booms

e spring season well advanced, flint manufac- in his territory declared this week that volume s r the first quarter exceeded that of a year ago e period. There is evidence at hand that the fr the better grades of glassware is increasing, stributors are not making so much of a feature per lines as has been the former custom. The des of blown and stemware are having an active le t is declared, and this is reflected in much new siness. In the colored glassware lines, there e in business, and these producers do say that atures offered during the January market are request from all retail distributing interests. e is more or less business being received for ced goods, orders for the latter lines are not ive as for the higher priced merchandise.

Pottery News

(Continued from page 13)

Service on 70 Per Cent Production Basis

uction of dinnerware in the local pottery district are to be on a basis of about 70-percent when the apacity of the territory is taken into consideration. Large producers are working practically full time, some the smaller factories are not doing as well. Later some departments are working three and days per week.



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Traveling Representatives
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1422 E. Marquette Road
CHICAGO
R. A. Keel,
1139 Greenview Avenue
CHICAGO, ILL.

PHILADELPHIA
Fred Stott,
1007 Filbert Street

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

What's New in New York Showroo

California One of Fondeville's Newest Decors

The accompanying illustration conveys some idea of how exceptionally attractive is the new California pattern in their well known Homestead ware that the importing house of A. J. Fondeville & Co., 24 West 23rd St., are now showing for the trades approval. This treatment is one of a number of new decorations being stocked by the firm. Its outstanding feature is richness of color. Brown in different tones predominates as the keynote color of the decoration, while in striking and most pleasing contrast purple, soft reds and yellow are blended. Imagine the luscious effect of these different tints used in a grape, apple and pear cluster enhanced with vines and leaves. And then add to this an orange verge and edge line and you have some slight inkling as to how really extraordinarily refreshing the pattern is. Another feature is rolled edge plates giving them added chipping and breakage resistance. The latter feature also makes them more adaptable for tea room use as well as in the better class restaurants. It is interesting to note that the Fondeville firm will offer these new patterns from now on in full open stock dinnerware and also stock various tea room items as well.



Gunthel's Splendid Showing of Val St. Lambert Glass

Rare beauty of colors, decorations and shapes are offered to those who avail themselves of the time spent in visiting the display rooms of A. B. Gunthel, American representatives for the Val St. Lambert line of Belgian glassware, 61-65 West 23rd St. It is a real treat to view this exceptional exhibit. Their offerings of colored cased glass are beautiful in such lovely tones as ruby, amber, blue, green and violet as well as crystal. There are any number of pieces in combinations almost impossible to describe. Vases in profusion, candlesticks of all kinds, comports and any number of fancy pieces stand out prominently in the display, while their line of stemware presents one of the most beautiful assortments to be found. There is one goblet in particular that has proved ly popular which is shown in a ruby and crysta tion in conjunction with a very pretty mitre cut ruby color on this is used around the upper part of the bowl while the center is in cut crysta button stem and foot in crystal complete the p other of their decorations which should be spec tioned is a beautifully engraved grape viue and c This is really fetching in exquisite shades green, ruby, blue and crystal.

Buttercup Pattern on Chelsea Wicke Featured in Copeland and Thompson

Numbered among the many charming pattern to be seen at the Copeland and Thompson show Fifth Ave., American representatives for the w line of Spode china, is their Buttercup pattern. lightful treatment shown on the Chelsea Wick dates back to early history in Spode and Englis The molds for this were originally purchased by the dismantling of the old Chelsea Works and



verted to the use of his earthenware. The design is most refreshing inasmuch as it is entir ent and was conceived to fit this particular sh conventional part of the decoration is done in a brown, while the floral groups are made up fr buttercups with green leaves. The shape bein the old Chelsea modelers immediately lends it

Its lines seem actually to melt away. In other ere are no sharp angles to obtrude themselves to e sensibilities of the critical eye for perfection of ıality and symmetry.

-Hill Displays Beautiful Glassware

lovely numbers pictured herewith, from Skinner- Inc., 114-120 East 23rd St., New York, rehearse the beauty of Gebruder-Zahn glass, Haida-Bohemia, which the firm are now showing to greater advantage in their spacious new showrooms above mentioned. No. 7377, an amber glass open salt container, in pairs, is a reproduction of an antique design with "old Waterford" cuttings, also pepper shaker can be ordered in amber or



. These are carried in immediate shipment. r or crystal tumbler il- No. 7146, in old "Hob- ting comes in two prac- ; ½ pint and No. 7146S int. These delightful ssories bring distinction clusive board, adding a note of elegance to table. This type of glass is now the popular vogue and appreciate rich appointments will welcome the portations for their quality and historic design.



T. K. Treatment Shown at Moscovitz Salesroom

pattern, the latest addition to the Knowles, nd Knowles dinnerware line, and one that exceptional as to its charm of decoration and ccellence of character, is now being displayed J. Moscovitz, New York representative for this his salesroom, 10 West 23rd St. It presents at is most refreshing in the idea it conveys and ly adaptable for summer home furnishing into ironment it fits perfectly. Displayed on the n and popular Gloria shape it is indeed pretty. works out a semi-sprig design featuring a wild uttercups. These flowers are joined together r sprig effect and are placed around the border te spaced at three equal intervals. An excep- etty touch has been introduced here by bring- f the little buttercups from each spray down ange. The colors which are soft and modified be blended in a more pleasing way than they ous shades of purple in combination with blue are used for the wild rose while the centers ow buttercups have just the sufficient touch of give them a most natural look. These colors in conjunction with dainty green leaves are very lovely together and with the artistic touch added by the use of a delicate purple sprig joining the flowers together and a finishing tan edge line it compels immediate attention. Also from this factory Mr. Moscovitz is showing for the buyers consideration a twenty-three piece waffle set comprising two covered jugs for syrup and batter, six cups and saucers and six plates. This may be had in any of their dinnerware patterns.

A Splendid New Offering from Haviland & Co.

Haviland China Co. Inc., 1107 Broadway, the well known importers of French china are to be congratulated on their Chantilly decoration now on view at their salesrooms. This is one of the latest Haviland creations offered to the trade and is certainly one of the most pleasing treatments to be seen in a long while. The accompanying illustration will serve to a certain degree to show how really attractive it is. The design, which is of the old standard French type in a modern treatment works out a splendid border and center motif. A stippled ivory band serves as a background against which is a continuous spray of dainty fanciful flowers. Rich and harmonious shades of yellow, red, blue and green are perfectly blended together in the scheme, which conveys at once that perfection of balance and good taste that characterizes the Haviland offerings. A cluster using the same flowers is applied on the center of the plate adding still further to its charm and appeal. It is interesting to note that this pattern is very moderate in price and may be handled by the dealer at a very substantial profit. It is sure to make its mark as a popular retailer.



(Continued on page 19)

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKE

By
J. H. SMYTHE, REPRESENTATIVE

F. T. Renshaw Heads Glass, Pottery, Lamps and Housefurnishings Association

THE Glass, Pottery, Lamps and Housefurnishings Association of Chicago held its regular annual meeting and election of officers at Mandel Brothers, Thursday, April 28. The meeting was attended by seventeen members and was presided over by Vice-president F. T. Renshaw, in the absence of President S. J. Natkin. The slate of officers unanimously adopted for the ensuing year, was composed of F. T. Renshaw, president; W. G. Minnemeyer, vice-president; F. B. Tinker, treasurer, and J. W. Powers, secretary. S. J. Natkins, retiring president, was elected chairman of the executive committee. The report of the findings of the golf committee, submitted by Chairman C. W. Reasner, fixed the date of the Association's Golf Tournament as May 24, at the Glencoe Golf Club. This is to be a preliminary round in anticipation of a Grand Tournament to be held in the early Fall. The committee reported that many prizes of exceptional value would go to the contestants whose luck and skill vindicated the acti Awards Committee. Martin J. Simpson, winn Grand Prize in the recent membership drive, pointed chairman of the membership committee a select his own committee according to the usua The other committees will be announced at the r be held in 2 weeks.

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Hugo Schmidt, president of the Hugo W. Picture Frame Co., Detroit, was a visiting me was accompanied as guests by Charles E. Weid the Carrollton Pottery Co., Carrollton, O., an Brown, of the East Liverpool Pottery Co.

Retail merchants from forty-one states will Chicago during the third week of August Twelfth Semi-Annual Convention of the Inters chants Council will take place. The dates of th tion have been set for August 18 and 19, the be the Hotel Sherman. It is expected that the a will exceed that of the last convention of the held in Chicago in February, when 1876 mercha tered. Leading merchants of the country will to lead the discussions in the two-day business Chicago wholesalers, manufacturers and distrib assist in making the convention a success.

Carson, Pirie, Scott & Co. gave much promin sale of odd pieces in chinware, including two-tone saucers, luster luncheon plates, at 25 cents each china plates and cake plates, from $1 to $2.75 ea with French Quimper ware, salt, pepper and mus imported ash trays, and various odd pieces in ware.

The Burley Shops, 7 North Wabash Ave., in sive "Wedding March" Sale, displayed some re reproductions of Old Dutch masterpieces in r glass. The covered urns were priced at $30 a the fruit bowl at $12.50. A fine wine decanter of six cut-stem glasses was priced at $15.00.

One of the newest items on the market at th a Siren or Disc-like thermometer which is priced per dozen. This thermometer is approximately in diamter and 1 inch thick. In place of colored or mercury as in the tube thermometers, a th element is used consisting of two special dis-simi electrically welded together. The heat and c

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e metals to contract or expand thus causing the pointer n to designate the temperature accurately. A life time ia ntee accompanies every thermometer. They are x l attractively and because of their practicability make s itable gift for either men or women. These are on s y in five attractive colors at W. C. Owen, Inc., 17 North Wabash Ave.

Hess Crafts, Inc., 537 East Chicago St., Elgin, Illinois, was recently incorporated with a capitalization of $20,000. The company is engaged in the manufacture of novelties, furniture, furnishings and equipment. C. R. Hess, George F. Sills and G. R. Beverly are the incorporators.

New York City Trade Fair

C fifty-nine lines of business in New York City re- r g to *Bradstreet's* this week, thirteen were better a thirty equal to, and sixteen below a year ago. Three p ted collections better than a year ago, thirty-eight u to a year ago, and eighteen below a year ago. Fol- w g is a summary of lines reporting sales ahead, equal , below a year ago:

SALES AHEAD OF YEAR AGO

x wooden, mfrs.	**Glassware, who. & job.**
ic who. or mfrs.	Laundries.
m t, who.	Machine tools, mfg.
ga , mfg.	Paints, mfg.
ot rs, men's, ret.	Plumbers' supplies, who. & job.
in prod. who. & job.	Tobacco, mfg.
r who.	

SALES EQUAL TO YEAR AGO

r s, who. & job.	Iron & Steel, who. & job.
e als, mfg.	Leather goods, mfg.
ni ware, who. & job.	Millinery, who.
oa & suits, women's, mfg.	Millinery, mfg.
tt gds, who. & job.	Patent medicines, mfg.
ur ries, mfg.	Pianos, mfg.
u & vegetables, com.	Radio, who. & job.
r & refrigerators, mfg.	Rayons, who. & job.
r ure, ret.	Shoes, men's, mfg.
r ure, who. & job.	Shoes, men's, ret.
as window, who.	Shoes, women's mfg.
oc ies, who. & job.	Silks, who. & job.
ar are, ret.	Suits, men's, mfg.
ts men's, mfg.	Tailors, custom, men's, ret.
t .	Twine, who. & job.

SALES BELOW YEAR AGO

t obiles, ret.	Hardware, who. & job.
a et.	Jewelry, mfg.
a who. & job.	Jewelry, ret.
e s women's, mfg.	Jewelry, who. & job.
e cal goods, mfg.	Lumber, who.
e cal goods, ret.	Shirts & collars, men's, mfg.
e cal goods, who.	Silk goods, mfg.
r ods, mfg.	Woolen goods, who. & job.

What's New

(*Continued from page* 17)

Goetz Showroom Offers Large Assortment in Glassware

OTTO GOETZ Inc., 122 Fifth Ave., have some splendid offerings for buyers in their new lines of domestic and imported glassware that will prove most interesting to those visiting their display. In domestic ware there is to be seen a line of hand painted satin finish items in colors of green and peach that are exceedingly attractive and on which are featured decorations that are most unusual in their charm and appeal. An assortment of such pieces as low candle sticks, comports, dresser sets, cake and sandwich trays and mayonnaise sets are only a few of the items shown in some very pretty decorative ideas. Here flower motifs are featured to excellent advantage. One item that stands out and deserves special comment is a console set on which a hand painted Primrose, splendid in its coloring, is used for the decoration. This is shown in green with the treatment applied in a running effect around the edge. The Primrose is in a pink and yellow combination which is used in conjunction with a stem and leaf idea worked out in black. It is exceptional in its balance and proportion while the harmony of color is perfect. Then there are a number of items in green and amber decorated with a gold encrusted border and light cuttings which are exceptional in their general effect. Among their imported numbers may be viewed any number of liquor sets of unusual design and color treatments. To mention just a few of them are balloons, automobiles, candles, life savers, etc. All of these items will assure the dealer a nice profit.

In the Philadelphia Market

Showrooms in the City of Brotherly Love Disclose Excellent Displays to the Buyer Calling There

PHILADELPHIA may not boast in number the showrooms that are to be found in the New York market, nevertheless it is a pleasant surprise to see the number of diversified lines in both china and glassware that are offered by the wholesalers and manufacturers agents in that city. A call at the salesrooms mentioned below will prove worthwhile for the particular buyer.

Fisher, Bruce & Co.

At the importing house of Fisher, Bruce & Co., 219 Market St., there is to be found a splendid selection in dinnerware in Pareek body from the factory of Johnson Bros. Ltd., Stoke-on-Trent, England. Here nine patterns are displayed in open stock and original crates, five of which have been carried over from the 1926 line on account of their great popularity, the other four being 1927 patterns. Their Rossmere, Dudley, Seville, Chatham and Poppy treatments from last year are displayed on the Prince shape, while the Chamonix, Sultana, Bagatelle and Fantasio patterns are to be had on this factory's newest achievement, their Silvern shape. The quality and excellence of this Pareek body at this time needs no introduction, but by the same token this very fact makes it deserving of just a few words of comment. The name "Pareek" is appropriately due to the combination of the beautiful pure coloring of Parian with the charming rich finish of Belleek. It possesses all the soundness and durability of their high-grade white semi-porcelain. It has a lovely depth of color and gives a wide scope for decorative effects. From such an excellent selection it is a task to pick any special pattern. In the Chamonix the firm has indeed one that is beautiful. With its delicately tinted flowers and young green shoots it has taken its name from the smiling valley of Chamonix in Southeastern France, which is visited yearly by thousands of travelers on their way to explore the glaciers of Mont Blanc. There is just a suggestion of the Ede that romantic flower of the snowy heights, in th aloofness of its blossoms. Especially to those who border pattern with an open center this design w peal. Its soft pastel colors in shades of blue, gree low, rose and orange are restful to the eye and har with nearly all types of table decoration. A feat this design is that the decoration is entirely under which not only adds lustre to the colorings but give fect durability in use. The edge-line and traced h in Orange color give an appropriate finish.



Chamonix Pattern



Popular Poppy Pattern

Ebeling & Reuss

At 707 Chestnut St., Ebeling & Reuss, another city's leading importing houses, have among their range of offerings a line known as Sunshine Jardi that is creating no little comment in the trade. have already become popular with a number of and are offered in an assortment of seven sizes. Fi with an excellent glaze and a range of decorative that are exceptional they present a splendid appea One of these treatments that attracts attention at shows a very pretty embossed flower basket fille flowers. This decoration has been placed on o sides of the piece and stands out against the body is in a rich maroon color. The rim at the top is fi by a green edge worked out in the form of a w while the colors of the flowers are in pink, green an Then there is another that works out a splendid idea. The colors of the panels alternate in jet blac yellow. Against the background of each yellow pan just below the rim a purple square is placed which i serves as a background for a fruit cluster of grap apple and a pear with dainty green leaves. The line is to be had in open stock and assortments has p an extremely popular one with the trade and is mo ceptional in its pricing.

Fred Stott, Successor

At the salesroom of Fred Stott, Successor, 1007 H St., there is such an assortment of beautiful object it is really a problem to know where to begin to de them. Particularly noteworthy, however, is their C line from the factory of the Westmoreland Glas Grapeville, Pa. This presents a line in fancy item ploying the Cosmos flower in a delightful treatment arrangement suggesting the Peasant type, is done in lavender and green colors that go so nicely with s cretonne decorations. Flower bowls, center pieces, jars, etc., are just a few of the large selection of

In addition to the above it is interesting to note e line may also be had in a full dinner service if l. Numbered among the latest additions to the line r new shapes in glass water lamps, also a fine line ld crackled glass which features the Cosmos dec- , as well. This is shown in ice tea sets, bowls, and cream, colognes, etc. Both of the above lines ished in a gold trim that adds greatly to their ap- ace.

Paul L. Larson

l L. Larson, 1104 Arch St., has some very pleasing es in store for the buyer visiting his showroom. tly realizing that the coming hot weather will cause nd for cold drinks, he is showing a large assort- f ice tea, water sets, etc., from the Hocking Glass ancaster, O. These are presented in a number of ttractive shapes both crackled and optic in irides- d amber lustres. There is also a very fine selection colors of orange and green. In addition to his g line Mr. Larson has also some equally interesting gs of the same character from the McKee Glass eannette, Pa., which factory he also represents. sets presented in a wide range and variety of and designs are to be seen in solid colors of amber, pink, blue and canary.

John F. Lane

offerings from the factory of the Federal Glass lumbus, O., are well represented at the showroom n F. Lane, in room 352 of the Burd Building. A ttractive display of ice tea and water sets in their d optic and crystal, stand out prominently in the g and in appearance and beauty are exceptional. r surprise Mr. Lane has is the Federal line of rost crackled glass. This is made in tumblers, ice water sets. Its price and the favorable impression ntly makes on one gives every assurance of its ng unusually popular in many stores during the ather season.



NOVELTY FISH AQUARIUMS

No. 106 B
Oval Aquarium with Black Glass Stand
Holds 3 Quarts

Ask for Circular Showing Full Line Black Glass Stands and Iron Stands

GILLINDER & SONS, Inc.
Tacony Philadelphia

The Earthenware and Glass Industry of the Netherlands

Consul Albert M. Doyle, Retterdam, in *Commerce Reporter,* states unfavorable conditions prevailed during 1926 in the glass and earthenware industries of the Netherlands. They were unable either to expand abroad or to resist the competition in the home market offered by other countries, especially by Germany. Several factories of household earthenware and glassware in Maastricht and vicinity were compelled to reduce the scale of their operations, and since the beginning of 1927 conditions have become worse. Efforts to secure aid from the National Government by means of greater tariff protection have so far been without success. As this is the chief industry in Maastricht, its continued existence there is a matter of vital importance.

Imports Increase While Exports Decrease

The general situation is reflected in the increase in the imports of household china and earthenware from 7,754 tons in 1920 to 14,260 tons in 1925 and 14,365 tons in 1926. Exports from the Netherlands decreased from 14,556 tons in 1925 to 13,263 tons in 1926. In table glassware the unfavorable situation is still more marked. Imports rose from 3,657 tons in 1920 to 5,120 tons in 1925 and 6,471 tons in 1926. Exports, which amounted to 12,864 tons oin 1913, had declined to 4,242 tons in 1920 and in 1926 to 3,989 tons.

The seriousness of the situation is evidenced by the decrease in the number of employees of several factories in the Maastricht area. One factory which employed 4,415 men in 1913 now employs less than 2,500, and of this number a large part works only one or two days per week. A similar situation exists in the few other plants which manufacture earthenware, porcelain, glass, and crystal.

Competition in Foreign Markets

The chief competition has been in the European market from Germany and Czechoslovakia and in the Netherlands East Indies from Japan. In spite of the low exchange of Belgium and France, prevailing throughout the greater part of the year, manufacturers in those countries did not make serious attempts to meet the peculiar demands of the Dutch household earthenware market. Since the French and Belgian francs have become stabilized, it is believed that manufacturers of those countries have no great advantage over producers in the Netherlands.

Two Scotchmen went bathing.

One said—"I'll bet you sixpence I can stay under water longer than you."

The other said—"All right."

Both submerged. The police are still looking for the bodies.

Weather, Trade and Industry Spotte

WEATHER, trade and industry present a very spotted appearance, even though a change for the better as visible in the first-named at a time when the situation in the lower part of the great central valley is concededly desperate, says Bradstreet's. This bright spot is the evidence that a cessation of the long-continued rains that have made a great lake of the middle and lower Mississippi river area has apparently occurred. In other areas, and especially in the north-central states, a turn for the better is seen in brighter skies, a resumption of crop planting and better roads. Lower temperatures with frost have, however, done some damage to fruits, growth of winter wheat has been rank, and corn planting and, indeed, seedling of most important crops will not be late. A big area of cotton land will be cleared of water in time to make a crop, but a large area, which had turned from cotton to other crops, will probably be planted in the former because of the strength of cotton prices. Wholesale trade has not made up the decrease from a year ago reported in earlier months, but retail trade prospects outside of the flooded areas certainly have a better appearance. All in all, the prediction that this would be a late season in trade seems to have been vindicated.

Industry, as already indicated, has its poor spots as well as its good features. The volume of iron and steel buying has fallen off, as the production from the peaks of March, production receding little in the Chicago district, while off noticeably in more eastern centers. It is still considered better than in April a year ago, however. Reports as to automobile buying are better in many markets, although that industry's buying of steel is complained of as receding with oil supplies and other lines. Steel prices are a trifle lower generally, although some reports are of an advance in sheets, and non-ferrous metals have a dull and easier appearance. Building conditions vary, with exceptional activity in some central-western centers, while southern operations are less active, and a tie-up of building is threatened at New York, following a strike and lockout growing out of plumbers' demands for higher wages. Reduced car loadings in mid-April seem to be due more to the soft coal strike than to flood interruptions, which latter are likely to be more visible in later weeks' returns. In bituminous coal, production has settled down at about 8,000,000 tons a week, the product chiefly of non-union mines, because 150,000 to 200,000 union miners are reported idle. Anthracite production is more active, despite of talk of dullness in buying.

In the factory industries, cotton goods are reported leading after a month (April) of exceptional activity. The raw material is only slightly higher, but some staple goods are firmer. Rayon is active, and silk manufacturing is busy in some sections, in broad goods particularly, while dull in others. Raw wool is rather slack on studied buying by manufacturers. Less foreign wool is being exported, while reports of a larger clip than last year come from some southwestern areas. The leather trades are more active at the east, and women's lines still le shoe trade, the manufacturing branch of which se regular reports. Furniture manufacturing is not esp active. The soft-wood lumber trade is affected by c ment in the Pacific northwest and flood-reduction o put in the south. In the inland empire region, ho lumber mills are reported at capacity. Excessive and floods have held down hardwood production south, and given hope of higher prices when oper are resumed. The canning industry has not yet t off the effects of last year's large outputs. Pacific reports are of increased buying of flour and potat the Orient, and the salmon trade is good, but C buying is reported affected by the civil war in that try. Spring hardware sells better, this offsetting quietness in builders' supplies. Overproduction petroleum industry is reflected in weak prices for lower prices for refined, especially gasoline, and re sales of oil-well supplies.

Detroit reports total of employment figures as 22 a gain of 1,715 over a week ago, but still 25,215 les a year ago.

Good Business Predicted for 1927 by Bo Banker

Continued good business may be expected this yea cording to R. E. Chambers, vice-president of the Na Shawmut Bank.

"The business prosperity of 1926 was the resu a sound economic foundation," he said in a surv conditions he prepared for *The Journal of Comm*

"Ample money has been available for legitimate nesses at moderate rates, and this will doubtlessly co throughout 1927.

"Financial conditions in Europe have shown m improvement during the past few months. In this try instalment buying appears to be well controlled sumption and production are well correlated, an well-nigh revolutionary practice of hand-to-mouth ing has has a beneficial effect on business which ha yet been fully appreciated by business men as a Coupled with the foregoing is the fact that the Am public has continued to increase its savings mate and will probably do so again in 1927.

"With all of these and other vital factors whic favorable to business, there is every reason to that 1927 will be a year of continued good busines

---

Letter said to have been received by a lawyer:

"Dear Sir—My boy got struck by an automobile 48726B. If the owner is rich, sue him at once. Th wasn't bruised any, but on notifying me that you brought suit, I will hit him in two or three places w hammer. Yours truly, etc."

What the Customer Wants

By Lillian M. Gilbreth

Frank B. Gilbreth, Inc., Montclair, N. J.

STOMERS,—men, women or children,—differ in
heir individual requirements, but their fundamen-
l wants are the same. They all have the same urges
. They become curious as to what is to be seen;
something that will satisfy them; acquisitive, anx-
ave the thing they see and like; emulative, each
ing to do better buying than the other;— seeking
; gregarious, enjoying the crowd; jealous of any
e shown another, sometimes envious, sometimes
us,— just human beings with all the urges of
eings—no different than they are in other situa-

follow the customer from the first urge to go out
mething,—definite or indefinite,—we get a picture
he expects, i. e., information as to what is avail-
n by advertising, by window displays, by counter
inside displays, and by her remembrance of what
een at other times in the store. Next, a pleasant
by the atmosphere of the store itself, and the
f the selling staff,—next the proffer not only of
ise, but of service, for both of which she pays.
ly all the things listed and those that might fol-
l be grouped under the term "service," for that is what the customer wants. She naturally, though often mistakenly, takes the attitude that she is always right. She may be tired, she may be unreasonable, she may be stupid and rude and grasping and even dishonest,—but she has the sustaining feeling always that she is the great consumer, a part of a most important factor in industry, and that her demands must be met. And these demands cover not only merchandise but service. L

What can merchants do to satisfy her? Provide merchandise that is what it pretends to be, teach their sales force what it is and how to demonstrate its value.

Be sure that all practice of dealing with the customer as standardized and taught is based on a real knowledge of what is best practice, and not on usage. "The way we have always done it" is probably wrong, and most surprising results have come about when the merchant has stopped to analyze the customer's demands and tried to meet them.

It may help to clarify the actual situation if the merchant will try to calculate the cost of a selling transaction from the first advertising to the final delivery of a satisfactory article to a satisfied customer, in cost not only to the *merchant* but to the *customer*. This is what the public

(Continued on page 25)



unusually attractive window display of Ovington's, New York, which suggests to the customer what's wanted for the well-set table.

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVI

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Departmen Store Trade highest qual ity ware and distinctive decora tions in commercial borders Prompt and courteous service.

Representatives

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East

CHAS. A. WEIDE
West

ROY E. HENDERSON
President

A Superior
IVORY
BODY

NEW
PATTERNS



Representatives
D. King Irwin, 200 Fifth Ave., New York City
F. A. Miner, 116 W. High Terrace, Rochester, N. Y.
E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE. O.

"Ceramic Dictionary

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

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New

he customer, consciously or unconsciously calcu-
expenditure in these terms, though she may fail
ıte what the merchant expends in this way.
e does realize far more than the merchant usually
, the value of the service she gets, adn especially
he sustains when she fails to get service. She may
ys use her experience and know that in one case
bought not only merchandise, but also information
ant contacts that have actually eliminated fatigue
another she has bought merchandise but no in-
ı, and has accumulated instead unnecessary fat-
ysical, from delays; psychical, from friction,
ressure, or any of the other fatigue causes,—but
know that one transaction satisfied her and the
s not.
is to be permanently satisfied, she must not only
oods she has bought, the surroundings in which
lone the buying, and the people from whom she
the buying, but she must like herself better at
f the transaction. A customer who does not buy,
does not like what she has bought, one who does
he people from whom she has bought any of these
e again, for another try,— but the customer who
pelittled in any way in the eyes of others, or, most
of all, in her own eyes, will never willingly en-
ore again.

---

elor Marks Opening of New Davison-Paxon Store

Flor of Macy Group Unit Resembles a Cathedral arain Basement Has Its Own Entrance—77-Fot Show Window Said to Be the Largest in the Country

is-Paxon Co., which is affiliated with R. H. Macy
I., of New York, opened its new store at Peach-
nd Ellis Sts., Atlanta, on March 21. The structure,
tha three times the size of the old store at White-
t., is described as the largest and most magnificent
building in the South. Practically every important
mt store in the country was inspected for ideas,
ron the standpoint of merchandising service, it is
ly the most modern in the country.
he evening in the Atlanta Biltmore Hotel, the store
st to 650 guests at a banquet celebrating the open-
The included officials of Atlanta and the State of
a as well as executives from the Macy store in
Yo .
des ning the structure, Starrett & Van Vleck, its
ect took Southern climatic conditions into account,
ng paciousness and comfort by means of unusually
ceil gs and an elaborate ventilation system which
oth wash and cool incoming air.
e st et floor has somewhat the aspect of a cathedral
or, ith great arched windows, tall, octagonal col-
and vaulted ceiling. There are forty-eight of these
ing olumns, each topped with modified Corinthian
A eries of eight tall Moorish arches rise above the passenger elevator doors in the rear. Two immense portals open to the street.

One of the interesting features of the street floor are two huge oil paintings on the walls, showing the other stores in the Macy family; La Salle & Koch Company, of Toledo, Ohio, and the parent store here in New York. They are the work of Herbert Pellesen.

The new store is described in Atlanta as a tribute to the memory of Lazarus Straus, pioneer Georgia merchant, who settled in Talbotton, Ga., in 1848 and laid the foundation of the successful mercantile careers to be followed later by his descendants. Of them, his grandson, Jesse Isidor Straus, is now the president of Macy's, and with his two brothers, Percy S. Straus and Herbert N. Straus, has been directing the affairs of the great New York store since 1914.

The Davison-Paxon structure is located in the old "Governor's Mansion" block, in the heart of the downtown business section and the new shopping district. It covers a plot of ground 261 by 182 feet and has seven selling floors, six above the street, and a huge bargain basement, the total housing fifty departments. Adjoining is the new Henry Grady Hotel, which, though twelve stories high ,is about as tall as the store building.

Rear Level Lower

Since the plot on which the store is built grades down in the rear, delivery wagons will be able to drive up under the building to load and unload out of the way of traffic.

All incoming merchandise will be carried to the top of the building and then distributed by means of spiral chutes to the various selling floors. Wrapped packages will be dropped through these chutes to the basement where moving belts will convey them to trucks. Wrapping stands, especially designed for quick service, will be mounted on rubber-tired wheels so they may be moved as needed.

Twenty-five show windows flank the store on three sides. One of them, 77 feet long, said to be the largest in this country, will house the store's Christmas spectacles for children. Interior fixtures are of American walnut, with full-length mirrors every few feet, fitted sectionally to permit rearrangement. Although daylight pervades the store, an indirect lighting system has been installed which eliminates all shadows and produces an imitation of full sunlight. The mammoth bargain basement has its own special entrance, while the roof garden will be devoted to employees' recreation, tennis and basket ball courts. Other welfare provisions for employees include restrooms, libraries, hospital rooms, a restaurant, cafe and smoking room.

The Davison-Paxon store was started in Atlanta in 1890 by Beaumont Davison, Lee Douglas and W. J. Thomas, as the Douglas-Thomas-Davison Company. It became the Davison-Stokes-Paxon Company in 1900. In 1925, Macy's acquired a substantial interest in it, introducing a number of merchandising and operating economies through the affiliation of ownership. Last year the name was changed to the "Davison-Paxon Company, affiliated with Macy's, New York.

"The Top that Sells the Bottom—Since 1838."

NON-CORROSIVE METAL TOPS

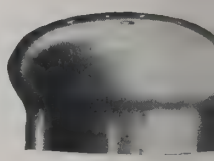
MADE OF BRITANNIA METAL

NOT AFFECTED BY THE CHEMICAL ACTION OF SALT
SILVER PLATED AND LACQUERED.



No. 157

THE growing demand for Salt and Pepper Shaker Tops which will not turn black has prompted us to make any of our over 250 styles and sizes in non-corrosive metal on special order. The numbers shown here will be carried in stock in this metal in addition to our regular metal. This non-corrosive metal is worth many times the added cost.



New No. 12

MANUFACTURED BY

COLLINS & WRIGHT, Inc.

PITTSBURGH, PA.



No. 282-2

WILL NOT TURN BLACK

—

STRONG



No. 133

EASY TO CLEAN

—

NO OUTSIDE THREADS TO GATHER DIRT



No. 116



A refreshing idea in a floral spray, worked out in delightful color contrast. Rosewood, tan, powder blue, Valencia blue, maize and black are utilized in striking effect. Shown on the Columbia shape.

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Zanesville, O.

OHIO & MICHIGAN
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PACIFIC COAST
Harry O. Davis
728 S. Manhattan Pl.
Los Angeles

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel

CENTRAL WEST

George Sedelmeier
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J. L. Weaver
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Box 373
Coffeyville, Kansas

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CROOKSVILLE, OHIO

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"Illustrated History of Furniture"
and others

This is a book that every domestic potter sh have. The illustrations alone would well re them for the outlay.

It contains a list of over 300 Ceramic Facto with short historical accounts clear and con descriptions of peculiarities of parts, glaze colorings.

For a collection the book is invaluable as it save an amateur from many pit falls.

The chapter on "Values and Prices" has l rewritten and brought up to date and there new index arranged on a novel plan so that m can be readily identified.

Price $9.00

The Crockery & Glass Journ
47 East 17th Street
New York, N. Y.

Again the Crockery and Glass Journal Leads!

Starting with the April 7th issue the Journal inaugurated its own Krockery Kwizz—the first in its field. This included a list of ten questions all pertinent to the china and glassware trade which necessitated the donning of the old thinking cap. Answers are contained in the same issue.

Here's the KROCKERY KWIZZ for this week. What can you do with it?



1—*What is the purpose of glazing ware?*

2—*What are kilns?*

3—*What are saggers?*

4—*What is the meaning of Ceramics?*

5—*How is lustre effect obtained on ware?*

6—*What china company handles ware trade-marked "Princess Ivory?"*

7—*Why were the ancient Venetian glass factories removed to the island of Murano?*

8—*How old is the art of glass making?*

9—*What causes difference in finish in glassware?*

10—*What six values do customers look for when they buy dishes?*

(Answers To These Questions On Page 39)



See the leading pottery lines in one building—on one buying trip

Out-of-town buyers who come to The Fifth Avenue Building are offered the great convenience of making one buying trip suffice for their seasonal requirements. Whether their special line may be art and gift novelties, earthenware, lamps or glassware, they will find many firms displaying their needs here.

You are ten minutes by subway from the Pennsylvania Station, thirteen minutes from Grand Central. A subway entrance is in the building. Surface lines and busses pass the door. Two elevated lines are but two blocks away. The theatrical and leading hotel district lies within walking distance.

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Broadway and Fifth Avenue,
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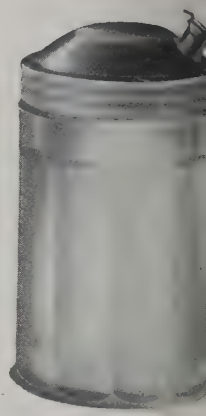
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Sanitary Sugar Bowls

In 3 Sizes

for tray and cafeteria service but perhaps you did not know where to buy them. We will fill your orders direct, and without delay.



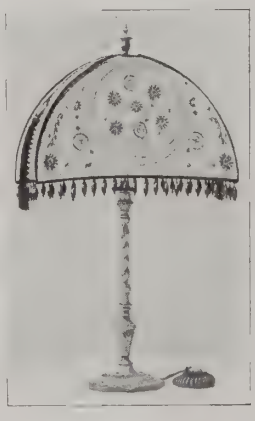
STYLE C

We guarantee these bowls as represented.

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"You Can't Argue Against Conviction"



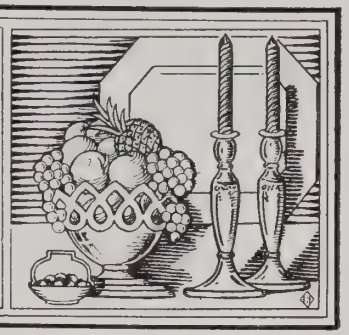
If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the LAMP BUYERS' JOURNAL is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

LAMP BUYERS' JOURNAL
222 W. Adams Street
Chicago Ill



EVERY DAY A GIFT DAY



PRIL showers bring May flowers, and with this thought in mind and the approaching months when gardens must offer their full store of nature's y, it is safe to predict that the flower container will se in demand and favor. Never before has there witnessed such a display of flowers as at the Easter just passed. Florists vied with one another in lav- oral window decorations, which could not have been ssed in beauty of arrangement or variety, exemplify- w nature assisted by artifice has coaxed a larger and er development of many flowers which hitherto have known as small blooms. However, flowers cannot their full share of attractiveness without the accom- ent of an artistic flower holder or arranger, and containers are shown in so many and varied sub- and colors that there can be no hesitancy in regard section relating to quaintness or tints. If one would the full extent of the present vogue of flower bowls, vases and curious arrangers, visit the glass and gift sections of any of the large department stores or shops, where a convincing proof of the growing favor of the container will be established. These departments are a veritable flower garden, displaying artificial flowers in a multitude of glass and pottery recepticles. Here roses, jonquils, tulips, daffodils, hyacinths, holyhocks, lilacs and many other types, reveal conclusively that artificial flowers have little rivalry in duplicating those from garden soil. Wax flowers have been so perfected in manufacture, so lifelike in their fashioning, that detection is almost impossible and one feels constrained in beholding these fine specimens of handicraft, to exclaim with poor Jenny Wren, in Our Mutual Friend, "I smell roses, till I think I see the rose-leaves lying in heaps—I smell the white and the pink May in the hedges and all sorts of flowers that I never was among."



ic setting of Lord & Taylor's Home Interior Section of sixth floor, showing wax flowers engagingly featured glass receptacles for table decorations. Glazed Chintz draperies and Duncan Phyfe style furniture add charm to this dining room

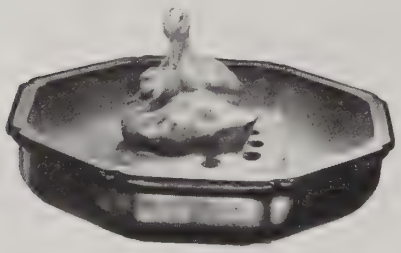
Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By Beatrice Miller Wisner

Harmonious Colors of Flower Bowl

The flowers that bloom in the spring have something to do with the case when it relates to artistic containers showing consistent coloring. Unique, yet holding its peculiar charm in California, Faience, is the lovely receptacle shown herewith, represented by Howard G. Selden, 225 Fifth Ave., New York. It is octagonal in shape, 11 inches in diameter and may be had with a matching flower block. The beautiful color combination of the bowl, is a matt black outside, with a Persian blue lining and a soft yellow line around the narrow rim. Another attractive combination of colors is a yellow outside, lined with Persian blue and having a navy blue band on the rim. The exceedingly artistic duck flower arranger is of the same color as the lining. This unit would serve many purposes; for centerpiece or for occasional floral decorations, with oddity and artistry coupled in fine effect.



Wax Flowers Defying Nature

The suberb beauty of the unusual wax flowers displayed by Mary Ryan, 225 Fifth Ave., New York, exacting reproductions of the real blossoms, are marvels of color and



execution. can scar credit tha extraordi lifelike b are not th product earth. The variety, so tically fashi include: t jonquils, narcissus. phinium. dragons, fornia po daffodils, corn flo holyhocks, nia, and others, depicting in the minutest detail; color, leaf te and stem of those from nature's hand. Particularly ural are stems and leaves with buds just opening, displaying the artist's unique skill in the developme wax flowers. When the price of real flowers is hibitive, these excellent wax flowers, will serve the pose of the natural blossoms without detection. are decorative and graceful when used with arrange long stemmed ones are particularly well adapted t tall glass vase or jar, and the smaller ones mass be fully in the squat bowl or container.

Unique Hanging Baskets

Oriental craft is worthily demonstrated in the fine assortment of lustre flower and bird hanging vases imported by Taiyo Trading Co., Inc., 101 Fifth Ave., New York. Who could resist these charming original flower receptacles in their appealing native coloring and curious modeling. Six kinds, assorted as illustrated, three birds and three flowers, beautifully colored and hung with green cords, are inducements for coming seasons. They will nicely accommodate either natural or artificial flowers, and are also suitable for interior decoration where flowers are always welcome to continue the color tone. For porch or summer out-of-door room they bring just the necessary decorative floral scheme. They are modestly priced.



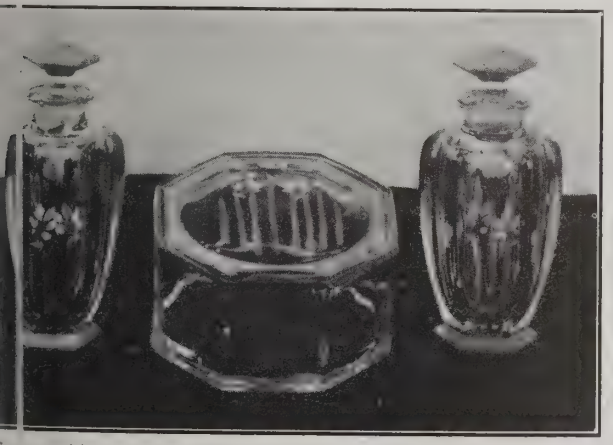
Colorful Czecho Vases

Three fine new numbers, illustrated, quaint vases, offered by the Czecho Peasant Art Co., Inc., 8-10 West 19th St., New York, are characteristic of the firm's excellent ware. These beautiful vases show the high color designs, original with Joseph Mrazek, which are hand painted by the peasants of Letovice, Czechoslovakia, under his direction. The designs and motifs are shown on a white and other backgrounds which gives the bright colors a special appeal through harmony. These artistic vases are appropriate for either artificial or natural flowers and for the summer season are especially suitable for piazza or out-of-door use, giving a decorative note in color value. Every item imported by the Czecho Peasant Art Co. is stamped with the company's trade mark.



Glassware of New Type

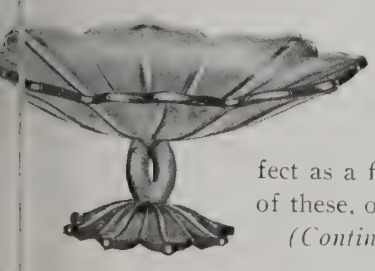
The decorative little glass set illustrated, is one of many new items in the line from the Hill Top Studios, Duluth, Minn., for which the Sun Glo Studios, 54 West 23rd St., New York, has secured the sole agency in New York.



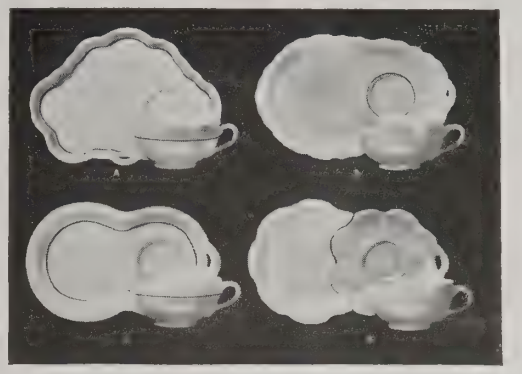
This beautiful dresser set is artistically hand decorated in Czecho-Slovakian style glassware and is an inexpensive gift for the ultra bedouir. The Sun Glo Studios are showing many of these fascinating glass objects which are especially well suited to the gift trade.

Lovely "Lotus" Compote

A dainty little novel compote, is the one shown, from the Westmoreland Glass Co., represented by Horace C. Barnes, 200 Fifth Ave., New York, which is not only suitable for confections, crackers or other sweetmeats, but could be utilized with decorative effect as a flower holder. Four of these, one at each corner of



(Continued on page 38)



TEA *and* TOAST SETS
in
Blue or Tan Lustre
with or without
Decoration in Various Shapes
Illustrated Catalogue on Request

Taiyo Trading Co., Inc.,

IMPORTERS OF
Japanese Goods

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NEW YORK
Tel. Algonquin 3823

327 W. MADISON STREET
CHICAGO
Tel. Main 4156

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SELLING AGENTS—
Butterworth & Co., 225 Fifth Avenue, New York City.
Chicago Gift Market, 58 E. Washington St., Chicago, Ill.
The Newcombs, 738 South Broadway, Los Angeles, Cal.
Geo. R. West Sales Co., 954 Liberty Ave., Pittsburgh, Pa.

CZECHO-PEASANT ART CO., Inc.
8-10 West 19th St. — New York City

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PETER PERAZZO
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Catalonian and Lalique Reproductions
KAY & ELLINGER
Austrian Pottery, and Imported Candles

Universal

While pleasing to the eye because of their graceful and colorful appearance, Selden Selections, thru their low cost and utility of construction, make a wide appeal to discriminating buyers everywhere.

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK



Charlotte Olympia Beverly

New Additions to Our IVORY BODY Dinnerware

THESE new decorations are striking in design and in colors which are toned down to an engaging warmth by the velvety ivory texture of the body.

The Charlotte, Beverly and Olympia are the patterns illustrated.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

ENTIRE FIFTH FLOOR—49-51 WEST 23RD STREET, NEW YORK CITY

General Outlook for Trade Good

HAT the general business situation continues to justify all reasonable forecasts made for it at the beginning of the year, is the opinion expressed by tional City Bank in its monthly letter on economic nancial conditions.

t all developments," the letter continues, "have atisfactory, but the balance of influential factors ues to be of favorable character. Easter trade has ood where weather conditions have permitted, and lebits and railway traffic have indicated distribution lly to be in large volume. Steel production in set a new high record, and April promises to show another active month even though not up to the f March. The cotton goods branch of the textile y is doing the best business in years, tire manuers have had a big first quarter, and most of the companies have enjoyed a good volume of sales.

at business generally looks forward to the maine of activity during the quarter is indicated by the tes of car requirements submitted to the railroads pers' advisory committees in different parts of the which anticipate a commodity movement in most qualing or slightly exceeding that of a year ago.

ong unfavorable factors in the present situation e listed the bituminous coal strike, which has now progress a month, but has caused little inconveto general business thus far, owing to heavy stocks d and large production from non-union mines. tion is off about 40 per cent since the strike, but mparison is with a period of abnormally high ops, present mining being only 14 per cent under last this time and above the rate in 1925 and 1924. matter of fact, demand is too slack to absorb even sent output, which is down partly because of slow er buying.

astating floods have wrought destruction over section of the lower Mississippi Valley and caused tion of purchasing power which will be felt in the y markets of the country. Aid is being brought stricken territories, however, and extensive as the has been the business of the country rests on too a base to be seriously affected thereby. Meantime prices, which have been strengthening slowly on ed consumption outlook, have risen sharply above prospects that the flood may result in a considreduction in acreage.

e of the most significant developments of the was the publication of figures on building conawarded in March, which were the highest for nth on record, surpassing those of March last 4 per cent. One would be rash to conclude from t building is headed for new records every month, eventuality being neither probable nor desirable, conclusion at least is justified that building is in sudden or drastic decline. In view of the importance of construction activities in the general business situation, indication of continued support from this quarter is decidedly reassuring."

PETER POTTER



Peter Potter Says: They's nothin makes a piece of ware so salable ez th' fact thet ets new. Show a prospective lady customer somethin thets jest come in and you'll make a sale everytime. 'S th' newness thet counts.

Retail Store Sales Increased in March

A seasonal increase in the value of sales at retail stores during the month of March, compared with February, was reported in an analysis issued by the Federal Reserve Board last Saturday.

The monthly increase was less than is customary, however. Compared with March of last year sales of reporting department stores were slightly smaller, while those of mail order houses and chain stores were larger. Smaller sales of department stores in March compared with 1926 are explained in part by the fact that the date of Easter last year was early in April and a large part of the spring retail trade was in March while this year Easter was two weeks later and the volume of the customary spring retail buying that was done in March was relatively small, the board states.

Smaller department store sales in March last year were reported in all sections of the country, except in the Boston, New York and Chicago Federal Reserve districts, where they were slightly larger. Declines were largest in the Philadelphia, Richmond, Atlanta and St. Louis districts. Decreases from March of last year were largest in departments selling dress goods, neckwear and veilings, boys' wear, millinery, gloves, musical instruments and

(Continued on page 38)

A Wholesaler Criticises The Resident Buyer

THE past few years have brought about a tremendous growth in the so-called resident buying organizations in New York City. More and more the out-of-town retailer has come to look to these groups as a source of supply for his merchandise. And with this changing order in buying a trade evil has been brought about which is as injurious to the china and glassware buyer as to the wholesaler.

It is common knowledge that fill-in business sent to some resident buying organizations is placed (regardless of quality) at a lower price than the buyer wishes to pay. The New York house then points with "pride" in the resulting saving to its clients and as the buyer is generally impatient for his goods nothing is said about it. This is best illustrated by the following incident which happened to a western buyer.

A travelling man was given an order by a chinaware buyer for a large department store and the confirmation was to be sent forward to his house via the resident buying organization representing the store in New York. On account of a commitment made by this resident buying company for an inferior article, the confirmation was held up on receipt at the New York office and an endeavor made to influence the buyer to place the order with another concern. The result was that the salesman calling on that customer was unable to reap the benefit of the order he had taken.

This incident is an experience that every wholesaler, handling staple merchandise, is subjected to from time to time and while of course, there is some injury done to the wholesaler it is the salesman who negotiated the transaction who suffered the greatest hardship. In the case cited above the chinaware buyer had planned to hold a sale of the merchandise in question at a certain period and naturally the substitution of an inferior grade made it necessary for him to change his entire sales plan. As a result of the prevalence of these kind of transactions the individual china and glassware buyer is losing his identity and becoming nothing more than a salesman for the resident buyer.

His orders are constantly being changed to coincide with the purchases of the resident buyer and even where he specifies his preferences, many times substitutions are forwarded.

The idea held by all merchandise managers, that the New York representative can buy at a lower price, does not hold true. Often the wholesaler is reluctant to quote a good price to the resident buyer as he feels that it will be used to force another manufacturer to go still lower. Consequently, the fabrics buyer would be able to purchase more reasonably than the resident buyer.

A Resident Buyer Answers The Wholesaler

THE fact that the resident buying offices have more than doubled their businesses within the last few years is proof enough of the merit of such organizations. Almost every large retailer in the country now has a New York representative who purchases his ware and keeps the buyer informed of the trends of the market.

Primarily, of course, the resident buyers purpose is to purchase china and glassware with consideration as to quality and price to meet the individual requirements of the out of town stores. If in any way these groups were failing in either of these respects through the substitution of ware taken on commitment, the resident buyer would very soon be losing the retailers account.

In most cases where china and glassware are taken on commitment by the resident buyer, the wholesaler has failed in his efforts to sell them at a certain price to the retailer. Large quantities of high quality ware are absorbed by organizations in this way and offered to retailers at a price far below the original quotations of the salesmen. Thus when an out-of-town buyer advises that he has placed an order with a certain manufacturer's salesman and the price is far out of proportion to the New York quotations, the buying representative inevitably brings it to his attention.

Although the resident buying groups have undoubtedly been detrimental to the travelling salesman causing him to lose a great deal of business, they have been very helpful to wholesalers. A few years ago the manufacturer who wanted to reach the retailer would send out a large staff of road men with samples of the ware he was producing. Today it is possible to reach these out of town retailers by simply sending a representative to the store's New York office.

The resident buying group are working solely to cooperate with the retail buyer and are not in any way causing him to lose his identity. All purchases are made under his jurisdiction and as such it would be impossible to make any substitutions without his full permission. Their formation has been a natural evolution in merchandising and the modern buyer has come to recognize the advantages of purchasing his ware through them.

New York Imports

April 27th

S. S. France Maru, from Hamburg, Germany

Gary-Eigner Corp., 10 cases crockery
Chatham & Phenix Nat'l Bank, 30 crates earthenware
U. S. Fwdg. Co., 3 cases earthenware
Commonwealth Bank, 7 cases crockery
Sheldon, G. W., & Co., 1 case earthenware
Phoenix Shpg. Co., 14 cases hollow glass
Block, J. L., & Son, 279 cases crockery, etc.
Strupp, G. E. M., 16 cases crockery
Borgfeldt, G., & Co., 103 cases toys, glassware, etc.
Butler Bros., 78 cases toys, crockery, etc.
Lisk, S., & Bro., 38 cases toys, 5 cases glassware
Herbert & Neuwirth, 2 cases crockery

S. S. Baltic, from Liverpool, England

Gunthel & Cruveilher, 1 cask china
Kupper, H. C., Inc., 7 casks earthenware
Nathan Strauss & Sons, Inc., 14 crates earthenware
Bassett, G. F., & Co., 9 crates earthenware
Asche, C. H., Co., 1 case earthenware
Fondeville, A. J., & Co., 15 crates earthenware
The Sendar Co., 17 crates earthenware
Pitcairn, W. S., Corp., 32 packages earthenware and china
Benedict Imptg. Co., 3 hogsheads earthenware
Bernard, J. E., & Co., 1 crate china, 1 crate earthenware

S. S. Bremen, from Bremen, Germany

Borgfeldt, G., & Co., 14 cases toys, crockery, etc., 35 cases toys, crockery, etc.
Rosenthal China Corp., 1 case crockery
Hutter, K., 45 cases crockery, 51 cases crockery
Sullivan, W. C., & Co., 30 packages china
Ackerman, W., 12 cases earthenware
Pelican Works, 14 cases crockery, etc.
Berger, G. G., 3 cases earthenware
Phoenix Import Co., 2 cases crockery, 1 case toys
Stern & Stern, 2 cases crockery

S. S. Mercier, from Antwerp, Belgium

Downing, R. F., & Co., 1 case majolicas
Portenoy Co., 9 cases majolica ware

S. S. Liberty Land, from Genoa, Italy

Order, 1 case Venetian lamps

From Leghorn, Italy

Cleveland Trust Co., 50 cases earthenware
Granata, G., & Co., 43 casks earthenware

S. S. American Banker, from London, England

Downing, R. F., & Co., 1 case glassware

S. S. Samaria, from Liverpool, England

Murphy, J. J., 1 cask earthenware
Plummer, W. H., & Co., 1 crate earthenware
Maddock & Miller, 94 packages earthenware and china
Meakin & Ridgway, 39 packages china and earthenware
Gerlach, F. C., 11 hogsheads earthenware
Pitcairn, W. S., Corp., 5 packages earthenware
Davison, J., Inc., 15 packages earthenware and china
Plummer, W. H., & Co., 2 packages glassware and earthenware
Butler Bros., 2 cases earthenware
Dickinson, E. B., 12 packages earthenware
Amer. Hawaiian S. S. Co., 117 cases earthenware, etc.

April 28th

S. S. Suffren, from Havre, France

Haviland, T., & Co., 26 packages porcelain
Hampton, J. W., Jr., & Co., 1 case porcelain
Globe Shpg. Co., 1 cask chinaware
Amer. Exp. Co., 1 case chinaware
Macy, R. H., & Co., 7 casks chinaware
Downing, R. F., & Co., 1 case chinaware
Phoenix Shpg. Co., 8 cases earthenware and glassware
Andrews, D. C., & Co., 2 cases crockery
Globe Shpg. Co., 3 casks china

S. S. Laguna, from Naples, Italy

Hudson Fwdg. & Shpg. Co., 17 cases earthenware, etc.
Gilbert, S., 3 cases bronze earthenware

April 29th

S. S. Cleveland, from Hamburg, Germany

Irving Miller & Co., 17 cases hollow glass
Field, B. H., & Co., 9 cases crockery
Barth, L., & Co., 26 cases crockery
Ovington Bros. Co., 2 cases hollow glass
Khouri, A. N., & Bro., 6 cases hollow glass
Harrison, A., & Co., 17 cases hollow glass, 10 cases gla
Straub, P. A., & Co., 3 casks crockery
Koscherak Bros., 2 cases hollow glass
Straus, N., & Sons, 58 cases earthenware, 12 cases ho
Sellers, C. W., 2 cases decalcomanias
Friedlaender Co., 3 cases earthenware, 1 case glasswar
Goldman, H. A., Inc., 19 cases crockery
Fair & Carnival Sup. Co., 71 cases crockery, 2 cases gl
Amer. Shpg. Co., 70 cases earthenware, 26 casks ma cases majolica
Gottfried, C. W., 1 case chinaware
Ruhe, F. H., 3 cases hollow glass
Tomby, B., & Co., 5 casks crockery
Straub, P. A., & Co., 16 cases earthenware, 61 cases gl
Henningson, E., Co., 1 case earthenware
Central Merc. Bank, 2 cases hollow glass
Kramer & Lange, 2 cases toys, 1 case crockery
Reimer, F. C., Co., 8 cases crockery
Sheldon, G. W., & Co., 2 cases majolica
Order, 4 cases earthenware

April 30th

S. S. Calcutta Maru, from Taku Bar, China

Klugman, H., 2 cases chinaware
Morimura Bros., Inc., 38 cases porcelainware, etc.
Mogi, Momonoi & Co., 28 cases porcelainware, etc.

From Yokkaichi, Japan

Morimura Bros., Inc., 538 cases porcelain
Woolworth, F. W., & Co., 276 cases porcelain
Taiyo Trading Co., 311 cases porcelain and earthenwar
Ross, G., Co., 12 case porcelain
Mogi, Momonoi & Co., 110 cases porcelain
Nadel & Shimmel, 12 cases porcelain, 5 cases toys
Silverman, C., 12 cases porcelain
Gimbel Bros., 17 cases porcelain
N. Y. Mdse. Co., 22 cases porcelain
Nara Trading Co., 31 cases porcelain and earthenwar
Haruta & Co., 244 cases porcelain
Imoto Bros., 57 cases earthenware
Tuska, A. L., & Son, 148 cases porcelain and earthenw
R. & G. Imp. Co., 10 cases crockery
Kresge, S. S., Co., 38 cases earthenware
Gary, Eigner Co., 118 cases crockery

From Yokohama, Japan

Dressner, M., & Co., 26 cases porcelain and toys

S. S. France, from Havre, France

Hampton, J. W., Jr., & Co., 1 cask porcelain
Piliori, G. & V., 4 cases majolica
McCreery, J., & Co., 4 packages majolica
Gommi & Co., 3 cases majolica, 5 cases majolica, etc.
Bing, F., 5 cases chinaware, etc.
Vantines & Co., 19 cases earthenware
Fenton, A. W., Co., 1 case earthenware
Graham & Zenger, 1 cask earthenware

S. S. Noordam, from Rotterdam, Holland

Meeker, H. E., 3 barrels crockery
Lyon, W., 3 crates earthenware
Rittwagen, A. E., 7 packages earthenware, etc.
Phoenix Shpg. Co., 23 cases crockery
Van Doorn, 15 packages earthenware
Order, 18 packages crockery

S. S. Homeric, from Southampton, England

Strauss, N., & Sons, 13 casks porcelain
Vogt & Dose, 8 casks porcelain

May 2nd

S. S. Suevier, from Antwerp, Belgium

Stern Bros., 5 cases majolica ware
Cox & Fahner, 1 case majolica ware
Herbert & Neuwirth, 17 casks majolica
Amer. Shpg. Co., 13 cases majolica ware

May 3rd

S. S. Delilian, from Antwerp, Belgium

Fondeville, A. J., 8 casks earthenware
Straub, P. A., 24 packages earthenware
Mitchell, Bissel Co., 40 cases crockery
Otto Goetz, Inc., 32 cases crockery, 15 crates crocker
Continental Ceramics Corp., 24 cases crockery

S. S. Berlin, from Bremen, Germany

Borgfeldt, G., & Co., 61 cases toys, crockery, etc., 42 crockery, etc.
Goebel, J., & Co., 10 cases earthenware
Guthman, Salomon & Co., 7 cases crockery

(Continued on page 38)

SPRING IS HERE —

And all over this great land of ours the nual housecleaning event is in order.

Naturally enough Spring suggests new ina and glassware to the good house-ife.

Are you suggesting your ware to depart-ent and gift store buyers all over this eat land of ours through the best and old-t medium in its field—the CROCK-RY AND GLASS JOURNAL?

A postcard request will bring our rates



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Business Plans to Demand a Voice in Nation's Affairs

ding that the "next Presidential campaign prom-e one of extraordinary interest and significance, aps the most sharply contested in our history; nited States is in the midst of a world scramble trial and commercial supremacy; that the life y is intimately related to our political processes, umerous new issues have been superimposed on by changed conditions following the World e National Association of Manufacturers an-ecently the launching of a campaign "to mobil-dustrial intelligence of the nation for its proper e determination of the political policies to obtain e next quadrennial."

s done, the announcement said, through the on of a platform of American industry—by big and little industry—a broad representation of rial structure of the nation under the leadership tional Association of Manufacturers; the plat-e drawn up with the purpose of urging both ties to give fullest consideration to the funda-at govern the courses of national business and no thought of political dictation or partisan on.

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nvestment advise: Invest in health.—*Forbes* (N. Y.)

Macy's Exhibit Praised as Art

Art and industrial leaders have joined in praise of the Art in Trade Exposition at R. H. Macy's. Large manufacturing concerns and individual craftsmen are represented with exhibits.

Robert H. De Forest, president of the Metropolitan Museum of Art, spoke Monday and expressed his approval of the show, saying:

"In past times the art of the craftsman was only for the palace or the home of the rich. Now, thanks largely to mass production, applied art can be for the humblest home. Art in trade, once despised as a visionary ideal, has now, with the growing pace of our people, become a substantial and recognized source of profit."

Declaring that large department stores in the city are exercising as great an influence in art as are museums, Mayor Walker said:

"It makes for wide public appreciation of the influence of art in our daily lives and will undoubtedly exert a splendid educational influence upon the community in general."

Lady (to tramp)—"Why is it that you are always begging?"

Tramp—"Well, mum, 'twas this way: I was given a bum start. When I was a baby a hired girl shoved me around in a carriage for a dollar a day—and I've been pushed for money ever since."

Lotus Compote

(Continued from page 31)

luncheon or supper table, holding short-stemmed blossoms, would make a very attractive centerpiece or floral assemblage. This glass compote, is one of the "Lotus" extensive line of objects, which is so popular. The beautiful colors, pattern and finish, clear and satin, together with the variety of items, have given the "Lotus" line its prestige among those who recognize glassware of charm and practicability.

Retail Store Sales Increased

(Continued from page 33)

radios, while increases were largest in departments selling silverware and jewelry, women's skirts, sweaters, negligees, aprons and house dresses.

Inventories carried by department stores increased rapidly in March in anticipation of the expansion in sales in the Easter trading season. This increase, however, was no larger than is usual in March and at the end of the month stocks in the country as a whole were in about the same volume as in March, 1926.

The rate at which stocks of department stores were turned over was about the same in March as last year. For the three months ended in March, however, the rate of turnover averaged slightly higher than in the first quarter of 1926.

New York Imports

(Continued from page 36)

Giese, A., & Sons, 5 cases earthenware
Hutter, K., Inc., 49 cases crockery
Sellers, C. W., 1 case earthenware
State Bank, 2 cases earthenware

S. S. Innoko, from Rotterdam, Holland

Bloch, L. D., 81 packages earthenware and glassware
Lazarus & Rosenfeld, 2 cases china
Wolf, L., & Co., 2 cases china
Borgeldt, G., & Co., 167 packages crockery, glass and toys
Herbert & Neuwirth, 20 cases earthenware and glassware

S. S. Duilio, from Genoa, Italy

Wanamaker, J., 1 case earthenware
Bernard, J. E., & Co., 14 cases earthenware

S. S. Sydland, from Leghorn, Italy

Andrews, D. C., & Co., 15 cases earthenware, 1 case earthenware
Bing, F., & Co., 43 cases earthenware, etc.
Khouri, A. N., & Bros., 21 cases earthenware, etc., 15 cases earthenware
Mairbrunn Co., 9 barrels earthenware
Granata, G., & Co., 15 cases earthenware
Herbert & Neuwirth Co., 18 casks earthenware
Lombardi, F., 8 cases earthenware

KROCKERY KRACKS

A group of workmen at lunch hour were discussing evolution and the origin of man. One of the party remained silent, when a companion turned to him and demanded his opinion. "I ain't goin' to say," he replied doggedly. "I remember as how Henry Green an' me threshed that all out once before an' it's settled as far's I'm concerned."

"But what conclusion did you arrive at?"

"Well, we didn't arrive at no conclusion; H arrived at the hospital an' I at the police station

---

One of the fruit-stall men in the city market w ing hard to add a few cents to the total of his sa

"We've got some fine alligator pears," he sugg

"Don't be silly," laughed the very, very youn wife. "We haven't even got a goldfish."

A clever young lawyer was defending a man of house breaking.

"Your Honor, I submit that my client did n into the house at all. He found the parlor windo inserted his arm, and removed a few trifling Now, my client's arm is not himself, and I fail to you can punish him for an offense committed one of his limbs."

"That argument," said the judge, "is very Following it logically, I sentence the defendant one year's imprisonment. He can accompany it just as he chooses."

The prisoner calmly unscrewed his cork arm a ing it on the table, walked out.

"Brass Goods Week" in the Department

There is an undeniable fascination about bra that has a big pull for many people. People lo and they want brass goods in their homes and to give brass articles to friends and to relatives.

In view of this, then, it would be a mighty goo sition for the gift department of the jewelry stage a "Brass Goods Week" during which the ment would feature brass goods extensively.

During this week the store could have window devoted to brass goods and could, with excellen change the window displays every day during t It could also have special displays of goods on t ters of the department. And, to add a rather new to the whole proposition, it could have neatly typ with each article calling attention to some of the things about the article—the perfection of the w ship, the unusual attractiveness of the price, etc.

Also, for the purpose of emphasing the fact t wears for ever, it would be a good plan for the partment to have a display of old-time brass goods perhaps, from some of the old-time residents of tion. These old-time goods could be displayed s and with each of these articles there could also b card telling all about the article—its approxim the people who had loaned the article for exhibi poses, the uses to which the article had been put fact, of course, that the article was not for sale.

All this would make a mighty interesting sales tion and would, unquestionably, attract a great attention and be of real help to the store in sell brass goods.—F. H. W.

A N T E D

4 cents per line for first insertion; 20 cents per line ding insertions. Seven words per line. Minimum ge $2, payable in advance.

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Buyers in New York

APRIL 28, 1927

F erson, lamps, Hartman's, Chicago, Ill., 1115 Broadway

B ard, house furnishings, L. S. Ayres & Co., Indianapolis, 40 roadway (Assoc. Mdsg. Corp.).

APRIL 29, 1927

. ll, china, glassware, lamps, Hutzler Bros. Co., Balti-d 440 Broadway (Assoc. Mdsg. Corp.).

S kenberger, lamps, J. L. Hudson Co., Detroit, Mich., oa ay (Assoc. Mdsg. Corp.)

MAY 2, 1927

F rdage, silverware, china, Popular Dry Goods Co., El ex , Pennsylvania.

so china and house furnishings, The Outlook Co., Provi-R. 1150 Broadway (F. Lilienthal & Co.).

. cker, house furnishings, Rhodes Dept. Store, Seattle, 11 Broadway (F. Lilienthal & Co.).

MAY 3, 1927

L ler, house furnishings, toys, Akron D. G. Co., Akron, 5 . 30th St. (B. F. Levis).

M ker, house furnishings, toys, Pettis D. G. Co., Indian-nd 240 Madison Ave. (Syndicate Trading Co.).

B n, china, house furnishings, Outlet Co., Providence, 150 roadway (F. Lilienthal & Co.).

B ant, lamps, Woodward & Lothrop, Washington, D. C., ent Ave.

MAY 4, 1927

Mc rthy, house furnishings, basement, Jordan-Marsh Co., M s., 244 Madison Ave., 7th floor.

Answers to Krockery Kwizz on Page 27

1—To make an article impermeable to liquids.

2—They are round ovens of fire-brick resembling huge beehives in which ware is baked.

3—Boxes made of clay which protect ware from the flames which leap into the kilns.

4—By putting certain powdered metals (gold, silver, copper and so forth) into the glaze.

5—The art of making and firing clay products.

6—Smith-Phillips China Company.

7—Because the council fearing a fire from so many furnaces in 1291 ordered the removal of all factories to Murano, an outlying island.

8—More than 5,000 years, according to pictures of glass blowers at work found in ruins of Egyptian tombs.

9—1—The kind of glass. 2—The reheating. 3—The polish.

10—1—Durability. 2—Suitability. 3—Convenience. 4—Sanitary Quality. 5—Beauty. 6—Trade name or guarantee.

$2,000,000 Service Building for Horne Co.

The Joseph Horne Co., Pittsburgh, announces a $2,000,000 building project which calls for an eight-story warehouse and service building, to house the delivery department, garage, all warehouse facilities, express and parcel post shipping, cold storage vaults, "hold" package department, main for alteration room, cabinet shop and the various workrooms and manufacturing operations of the store.

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HARUTA & CO., *141 Fifth Ave.*
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L NDER & SONS, Inc., *220 Fifth A .*
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Ge ge E. Nicholson, Representing H king Glass Co., Lancaster Glass C Standard Glass Mfg. Co., Lan- ca r, Ohio. Ashland 7207-7208.

J UEHANA CUT GLASS CO., *T. V. Hamilton, Representative, 139 Fi h Ave.*

H ROSBERN GLASSWARE C RP., *12-14 West 21st St.*
M ufacturers of light cut and gold en ustations. Phone Chelsea 0746.

E TON GLASS CO., INC.
Bl vn Tableware. T. W. Hamilton, Re esentative, *139 Fifth Ave.*

N ED STATES GLASS CO., *Albe- m le Bldg., 24th St. and Broadway.*
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E MORELAND GLASS CO., *H ace C. Gray Co., Representa- ti s, Fifth Avenue Building.*
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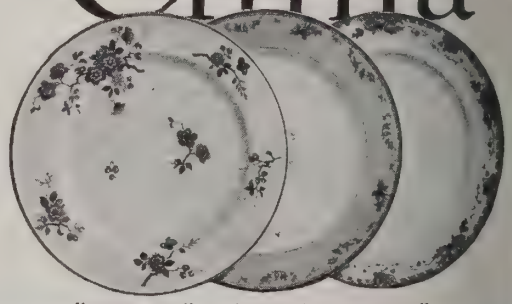
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Vol. 104, No. 19

MAY 12, 1927

IN THIS ISSUE

Displacement of Labor by Machinery in the Glass Industry. Here is an interesting report of the United States Department of Labor dealing with labor saving machinery, output and productivity and wage earnings in the glass industry.

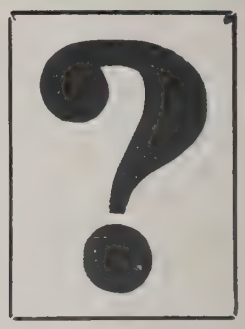
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

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To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

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Vol. 104. No. 19. May 12, 1927.

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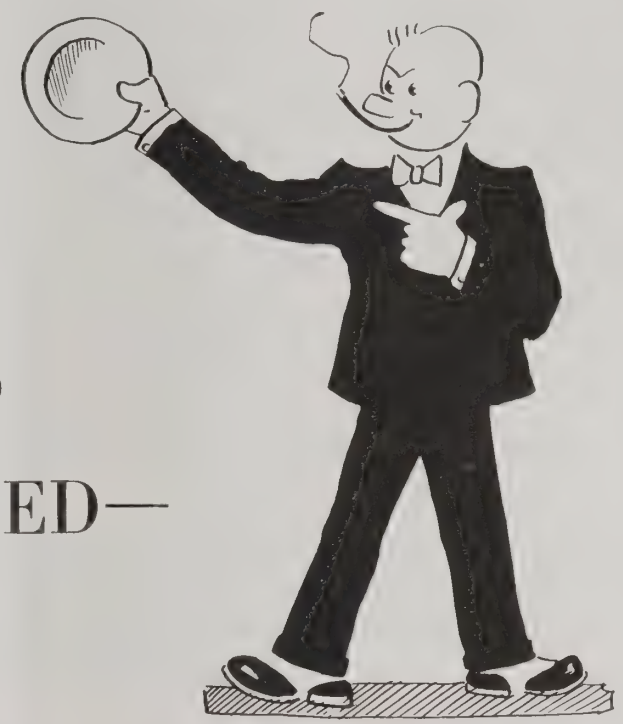
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.)4 May 12, 1927 No. 19

AS THE EDITOR SEES IT

eing w for many

The cow might be a domestic but she is not regarded as a social animal by former Governor McKelvie, of Nebraska, who called the atten- o the Northern Central Division of the Chamber of m rce of the United States, meeting at Chicago, to the t t there appears to be no other reason for keeping y them.

Th Department of Agriculture reported a little more a year ago," he said, "that out of 25,000,000 cows hi country, 8,000,000 were not paying their board. f mer was milking those cows and feeding them for r mpany.

N the company of a cow is not so bad, but it is lly worth that price. They found that a cow produc- 10 pounds per year gave a net return above the cost ee of $10 per cow; that a cow that produced 200 nd gave a net return of $42; and a cow that produced p nds gave a net return of $108. Thus is shown po bility of eliminating a very great factor of waste n t farm. That certain 8,000,000 cows should be ina d because they are not paying their way."

---

su nce salesmen are not the only people who should t good policies.—*Forbes Magazine* (N. Y.)

War on the Fire Bug

Although it does not fall within the category of insect pests, the fire bug is coming to be regarded in the same malevolent light as the corn borer, in a number of states. The Insurance Department of the Chamber of Commerce of the United States reports that in six,—Alabama, Iowa, Tenessee, Indiana, Ohio and West Virginia,—arson laws are now under consideration and in others such legislation is contemplated.

Investigation has shown that a considerable proportion of fires are of incendiary origin. "Public opinion," says a bulletin by the Insurance Department on the subject, "has not been generally developed and crystallized to the point where arson has been looked upon in its true light as a serious form of crime. One reason for this is that the public's sympathy is often extended to the person arrested on such a charge, especially if his own property has been burned. Experience has indicated that most incendiary fires are started for revenge or spite, for the purpose of concealing evidence of another crime, or for purposes of fraud, particularly when the property is insured. A number of fires are ignited by pyromaniacs who are mentally unbalanced and are not, therefore, responsible for their actions."

CAUGHT IN THE NEWS NET

A FIRE of unknown origin broke out about ten o'clock last Saturday night at the Maddock & Miller-Herman C. Kupper, Inc., building, 39 West 23rd St., that caused considerable damage to the display window of these firms on the street floor. The Maddock & Miller firm suffered the most from the results of the blaze which started in their cellar. An automatic fire signal on the premises gave the alarm and when the firemen arrived they found it necessary to break in the windows and fight the fire from the back end of the cellar. While the Maddock & Miller windows suffered the most of this, the Herman C. Kupper display front was also somewhat damaged.

A new booklet to be sent out shortly to the retail trade has just come off the press for Lazarus & Rosenfeld, the importing house, that covers in detail their Victoria china and dinnerware line. It is six pages and cover in size and splendidly illustrates their tea, breakfast and bridge sets, cereal sets and a number of fancy items. Full information as to assortments, prices, etc., are all contained in the leaflet and it should prove a great help to the retailer in making his selections.

According to information received at his office, Eugene Fondeville, head of the importing firm of A. J. Fondeville & Co., who has been in Europe for the past five weeks visiting the various factories represented in this country, by his firm, sailed for home today (Thursday) aboard the steamer *France*.

J. S. Lauterbach, head of the import china and glassware department of Louis Wolf & Co., who has been covering Eastern territory for the past seven weeks, returned home last week. According to his plans he will start out again this week for a short trip of about ten days duration calling on the nearby trade. Upon his return to New York in June he is scheduled to sail for Europe.

David Fisk, treasurer of Lazarus & Rosenfeld, Inc., has all his plans made for a trip to Europe that will combine both business and pleasure. He is to sail aboard the *Veendam* on May 14 and will be accompanied by Mrs. Fisk. While abroad he will visit the various factories represented here by his firm and while in London will make his headquarters at his concern's office in that city. A trip to the Continent is also included in his itinerary.

The many friends of William G. Benedikt, forme chandise manager of the china, glass, lamps and furnishings departments for L. Bamberger & Co., ark, N. J., will be glad to know that he has regai health after being ill for two years. Mr. Benedik the winter in Florida, which benefitted him greatly. his return from there he spent a short time in Ne and sailed last Thursday aboard the *Berlin* for a Eu trip. He expects to return home about the end o tember.

Miss Estelle Unger, lamp buyer for Mandel Chicago, was in the New York market this week interest of her firm.

"Tim" Davies who recently resigned as china an ware buyer for the A. W. McCloy Co., Pittsburg New York this week.

"Jack" French with the house of John Davison will sail Saturday aboard the *Adriatic* for Europe, he will visit the factories which his firm represent He will be gone for about a month.

William Shreiber Jr., with Paul Straub & Co., re this week from the road. Mr. Shreiber "covers of New York state and Pennsylvania.

F. A. Schabmayr of Grahm & Zenger, Inc., h arrived in Europe. According to his schedule remain abroad for two months. He will visit the factories represented in this country by his firm.

John Martin New A. & S. China Buy

The trade wil learn with considerable interest announcement that John Martin, china buyer Jordan, Marsh Co., Boston, will start Monday as and Glassware buyer for Abraham & Straus, Br Mr. Martin will take the place of Howard Houst was with the Brooklyn store for a year and a h who resigned to open a Canadian office for J Bros., at Toronto.

Department Stores Merge

Two large Cincinnati department stores have ju merged, and included in the consolidation are two town units. The principals in the merger are the Co., and H. Jonap & Co., of Cincinnai, and the Wren Co., of Springfield, and Denton & Co., at A N. C.

New Members for Association

meeting of the board of management of the Pot-Glass & Brass Salesman's Association held at the ery Board of Trade rooms Wednesday May 4, three hembers were elected.

membership campaign has been stimulated by the d for a gold watch being offered by the President Association, Julius Rosenfeld, for the one securing ost members and the diamond scarf pin offered by sident John J. Hines for the territorial Vice Presi- ocuring the largest number of members.

record of the contest to date for the gold watch l by President Rosenfeld stands as follows:

Lindner	6
Smallwood	4
Yarwood	3
Jasman	3
Kashins	3
Clarke	2
Schreiber	2
W. Wallace	2
A. Diehl	1
A. Straub	1
Sutherland	1
Peck	1
Greenwald	1
Shaw	1
L. Lobsitz	1
g Irwin	1
McCauley	1
Rosenfeld	1
Duffin	1
t Ward	1
Brown	1
oseman	1

bers recorded to the credit of Territorial Vice- ents contesting for the diamond scarf pin offered President John J. Hines are:

Lindner	6
Yarwood	3
Jasman	3

three new members elected at the meeting were: Paulett, buyer for Wm. Hingerer Co., Buffalo; B. Belous and Henry Ratner, sales manager and y respectively of the Metropolitan Pottery Co., Iaspeth, L. I.

Specialized Buying Service

L. Grunwaldt, who recently resigned from the Fantl resident buying organization, after a con- service of about five years as merchandise coun- nd buyer for the small wares and fancy goods de- nts, including jewelry leather goods, house fur- s, toys, toilet goods, notions and kindred lines, has arted active operations in his new organization, offering a specialized service on a subscription basis. Mr. Grunwaldt stated that a great amount of interest is being shown by retail stores throughout the country, in this specialized service which bears out his belief as to the growing importance of the small wares and fancy goods departments. He has made an intensive study and research into the building up of these departments, and is basing his service on the advantageous benefits derived from group buying. He feels that in no other departments in a store are the possibilities for group buying so vast, as in these departments.

Mr. Grunwaldt has had extensive merchandising experience in retail stores, having been connected for several years with one of the largest department stores in Chicago, and prior to that with a very large dry goods establishment in England. His headquarters are at 1270 Broadway, New York.

Golf Association to Begin Activities

At a meeting of the Pottery, Glass & Brass Golf Association held at the Crockery Board of Trade Rooms last Friday afternoon, a season of six monthly tournaments was arranged.

Edmondson Warrin has offered the use of the Upper Montclair Country Club course, Montclair, N. J., for the first tournament which has been set for next Thursday, May 19.

Trains may be taken by Erie Railroad, Greenwood Lake Division, Jersey City, N. J., at 9:15 A. M., 10:29 A. M. and 11:45 A. M., daylight saving time, for Upper Montclair, and Mr. Warrin has arranged to have cars meet the trains at that station. A later train leaves at 1:48 P. M. which, however, will be too late for any who desire to engage in the tournament.

Members going by automobile should leave Montclair by Valley Road to Upper Montclair Centre. At Bellevue Ave., turn right to Grove Street and left on Grove St. for two blocks where the Club sign will appear.

The other tournaments will be played at the Forest Hill Field Club, Forest Hill, N. J., in June, through the courtesy of Jos. F. O'Gorman; the Mountain Ridge Country Club, West Orange, N. J., in July, through the courtesy of George Lobsitz; the Winged-Foot Golf Club, Mamaroneck, N. Y., in August, the Essex County Country Club, West Orange, N. J., in September and the Essex Fells Country Club, Essex Fells, N. J., in October.

The play is to be at eighteen holes, tournaments to be held in the afternoon. If twelve or more members are present, two prizes will be offered.

The Pottery & Glass Salesman has again offered the Championship medal to the player making the best gross score for the season in four or more games at eighteen holes.

The CROCKERY AND GLASS JOURNAL has also renewed

(*Continued on page* 31)

Displacement of Labor by Machine in the Glass Industry

IN no other industry has the introduction of machinery had a more dramatic effect upon labor productivity than in the glass industry, says a report in the April issue of the *U. S. Department of Labor Review.* Thus, to take an extreme example, in the blowing of 4-ounce prescription bottles, the average output per man is more than forty-one times as great with the automatic machine as with the hand processes which were in general use up to less than 20 years ago. This means a great reduction in the number of workers necessary to turn out a given quantity of product. It also means a great change in the character of the labor force. Instead of a group of very highly skilled glass blowers, assisted by a group of unskilled "boys," the automatic machine employs mechanics and machine operators, with little or no demand for the child labor.

These revolutionary changes in the glass industry have taken place within a period of 25 years. The advent of the twentieth century found the glass industry in the United States still in the stage of hand production. With the exception of a few experimental semi-automatic machines used for the making of vaseline jars, the process of blowing bottles and other glassware was essentially the same as that used in Egypt some 3,500 years ago. In 1925, hand production had all but disappeared from the field. Its place was taken first by the semi-automatic and more recently by the automatic machines. The history of this change, and its effects on labor productivity and labor cost in the glass industry, are set forth in a bulletin soon to be published by the United States Bureau of Labor Statistics entitled, "Labor productivity in the glass industry." The present article is a summary of the most important stages and the most striking results of this change.

Comparisons of Labor Output and Cost in Hand and Machine Production

How far-reaching these results have been will become self-evident from the following few but highly illuminating examples:

Bottles.—A hand "shop," consisting of 3 skilled workers (a gatherer, a blower, and a finisher) and 4 helpers, can produce on the average 3.75 gross of 4-ounce prescription ovals per hour. The 1925 average output of the most up-to-date Owens automatic machine was 69.754 gross of 4-ounce prescription ovals per hour. The average output of the hand shop is 0.536 gross per man per hour, while with the automatic machine the average is 22.028 gross per man per hour, or more than forty-one times as much as in the hand process.

Development of Machinery in the Industry

The glass industry is composed of a number of branches whose only common characteristic is the molden glass from which the respective commodities are made nature of the ware made and the methods of pro whether by hand or by machine, are entirely diff the separate branches. The development of ma also has not been uniform and simultaneous in branches. To all intents and purposes, therefore, separate branches may be considered as independ dustries manufacturing, respectively: Bottles an pressed ware, blown ware, window glass and plat

Manufacture of Pressed Ware

Although the introduction of the side-lever pres back to 1827, the general introduction of machi this branch of the industry took place much later less significant than that in the bottle industry. T lever press is still used in a large number of plants ing the first part of this century the semi-automatic press was introduced, but the greatest change can the introduction of feeding devices. Modern m equipped with these devices are made after the pat the bottle-blowing machines, but are less comp They are used primarily for making pressed tumb all sizes, nappies, and sherbets. The largest propo pressed ware, especially the so-called "novelties," however, made either on the old-fashioned side-lev or on the rotary press.

Manufacture of Blown Ware

In the field of blown ware, the development chinery has been much more pronounced than in of pressed ware. The machines used are also mo plicated and specialize in the production of some pa article, such as lamp chimneys, electric-lamp bulbs tumblers, and glass tubing.

The lamp-chimney semiautomatic machine dat to 1894. Since then it has undergone a num changes, but on the whole very little progress h made in this branch of the glass industry. Hand tion, especially the offhand method, is still an im factor, but the industry as a whole is diminishin portance, as electricity is rapidly displacing the us burning lamps even in the most outlying and inac districts.

On the other hand, the most amazing progress is recorded in the making of electric-lamp bulbs. Sin hand production has been almost entirely displa by the semiautomatic Empire E machine, and pr cently by the completely automatic Westlab.

of Automatic Machinery on the Industry as a Whole

ew of the tremendous changes in man-hour output or cost due to automatic machinery, it may be worth o examine more or less in detail the effects of the ction of machinery on the industry as a whole. Ta- ompiled from census reports, shows the growth of ustry from 1899 to 1925 (the period during which nge from hand production to semiautomatic and tic machinery took place) for the industry as a and also, where available, for the four principal s whose combined output constitutes more than cent of that of the industry.

Establishments and Wage Earners

own in the table, the glass industry in 1899 com- 355 establishments, employing 52,818 wage earners, age of 149 wage earners per establishment; in ere were only 310 establishments, but these em- 59,371 wage earners, an average of 224 wage earn- establishment. In the course of the 25 years, the of establishments decreased 12.7 per cent, while ber of wage earners increased 31.3 per cent, and age number of wage earners per establishment in- 50.3 per cent.

figures for the industry as a whole, however, do the story of what happened in the separate s. In the bottle and jar branch, the general adop- the automatic machines resulted not only in a ion of the number of plants and wage earners in stry, but also in a decrease of the average num- wage earners per establishment. Fewer workers in a large up-to-date machine bottle plant than in hand plant. In the pressed and blown ware branch matic machines have so far invaded only a small he industry, and this branch has an increased num- lants and wage earners, as well as an increase in age number of workers per establishment.

own in the table, the tendency has been for the turing units to become steadily larger. Thus in y 11.3 per cent of the total value of all glass prod- produced in plants with annual products valued ,000 or over. In 1925 this percentage had grown ss than 72.5.

to the introduction of machinery, the glass indus- predominately a small-unit industry. The amount l needed for a plant was small, and the principal expenditure, outside of labor, was fuel. A rate on coal or natural gas was enough of an nt for the removal of a glass plant from one o another and from State to State. The history scoveries of natural gas in Pennsylvania, Indiana, rginia, and Oklahoma also tells the story of the s of the glass industry to and from these States.

th the advent of machinery, the situation changed ly. Fuel is still a very big item in the cost of pro- f glass, and is still considered as the factor de- termining the site of a new glass establishment. But once the plant is built, the capital outlay on the building, the furnaces, and the machines, and other items prevent the moving of the establishment irrespective of the cost of fuel. Thus, as migration was eliminated, the advantages of large-scale production were at once brought into play, with the result that in the short span of 25 years, the glass industry has been converted from a small and loosely connected industry into a large and well-integrated one.

Output and Productivity

From the labor standpoint, the most important change directly connected with the introduction of machinery in the glass industry has been the increase in output per wage earner employed. Table 3 shows a comparison of output per man in the 4 principal branches of the glass industry in 1899 and 1925. As there shown the increase in 1925 over 1899 was greatest in the case of bottles and jars, 338 per cent; and lowest in the case of plate glass, 101.3 per cent.

In the figures for the separate branches of the industry there exists a slight error, due to the fact that the hours worked per day in 1899 and 1925 are not strictly comparable. For instance, in the bottle industry the regular hours of work were eight and one-half in 1899 and only eight in 1925. On the other hand, in 1899 nearly all the plants, following a long-established custom, suspended production for a period of two months, while in 1925 only a few plants stopped producing for a month or more, because of repairs or the usual reconstruction of tanks, which must be done every 12 to 18 months. Similar or somewhat different discrepancies in the hours worked also exist in the other branches of the industry, but their general effect on the output was so slight as to exert very little, if any, influence on the validity of the figures of productivity given.

Value of Output

In 1899, the 7,780,000 gross of bottles and jars produced were valued at $21,677,000, an average of $2.79 per gross; in 1925, the value of the 26,044,000 gross produced was $100,301,000, an average of $3.86 per gross, and an increase of 38.4 per cent over the average value of 1899. In the pressed and blown ware branch of the industry, the 360,000,000 pieces produced in 1899 were valued at $17,076,000, an average of $4.74 per hundred pieces. In 1925, the 1,963,000,000 pieces produced were worth $72,085,000, making the average $3.67 per hundred pieces, or 22.6 per cent lower than in 1899. In the window-glass branch, the 4,341,000 boxes produced in 1899 were valued at $10,879,000, an average of $2.50 per box. In 1925, the 11,343,000 boxes were worth $37,525,000, an average of $3.31 per box, or 32.4 per cent higher than in 1899. In the plate-glass branch, the 16,884,000 square feet of polished glass produced in 1899 were worth $5,159,000, making the average $30.56 per hundred square feet. In 1925, the 117,369,000 square feet produced were worth $57,-

(Continued on page 20)



WHAT THE POTTERIES ARE DOING



No Changes in Present Wage Scale to Be Discussed at Potter's Convention

THERE will be no changes suggested in the current wage scale for generalware potteries considered at the 37th annual convention of the National Brotherhood of Operative Potters, scheduled to convene at Atlantic City, N. J., early in July. Discussions during this gathering will relate more directly to the internal affairs of the organization and the sanitary branch of the industry. Discussions having to do with the generalware industry were discussed at the convention last year, and this followed with a conference between the Labor Committee of the United States Potters' Association and the conference Committee of the Brotherhood. At that time a two-year agreement was entered into, providing for the retention of the wage scale then predominating. As the situation now stands, the labor skies in the general industry are absolutely clear, and what minor disputes that do arise from time to time are amicably adjusted "on the ground". There has been no serious trouble in the labor branch of the industry for some years, the Manufacturers Association and the Brotherhood working in absolute harmony.

George Bratt Returns

George T. Bratt, western representative for the Edwin M. Knowles China Co., has returned to the home office after a six weeks' trip through the northwestern and western territory.

Tunnel Kilns Under Construction

Three local producing interests are now actively engaged in the early stages of tunnel kiln construction, but these additions will not be placed in active operation for some months to come. Time schedules are being closely adhered to in the erection of the new No. 7 tunnel kiln plant of the Homer Laughlin China Co., and also at the plant of the Edwin M. Knowles China Co., both plants being located at Newell, W. Va. At Chester, W. Va., the Taylor, Smith & Taylor Co., have begun the erection of their battery of tunnel kilns and the erection of additional factory buildings. Production capacity of all three plants will be materially increased when these new kilns are placed in operation. The number of employes will be materially increased at all three of these plants when the kilns are completed. At the Knowles and Taylor, Smith & Taylor factories additional clay shop capacity will be required, and the Laughlin interests are erecting an entire new unit. Never in the history of the trad there been such active plant extension inaugurated d a single period as is now recorded.

W. E. Wells Back from Washington

W. E. Wells, secretary-treasurer of the Homer L lin China Co., has returned from Washington, D where he attended the Fifteenth annual meeting o United States Chamber of Commerce as the represen of the East Liverpool Chamber of Commerce.

Scioto Pottery to Be Placed in Operati

The pottery formerly known as the Scioto pla Fredericksburg, O., originally started as a produc a line of cooking ware made from native red clay, be placed in operation at once by the National Sa Co., main offices of which are at Salem, O. The ne will include many items that will fit into the stoc housefurnishing departments of department stores. plant is a five kiln unit, and while about 25 people w employed at once, it is proposed to have this force than doubled before July.

Little Interest in Dresden Pottery Sal

It is believed here that not many bidders will the sale at Lisbon, O., May 23, when the plant o Dresden Pottery Co., of of East Liverpool, will be o for sale by Sheriff George Wright of Columbiana c under court order. Opinion prevails that the pr will be bid in by the Potters Savings & Loan Co., interest has the first lein as a security for a loan. I then follow that the plant will be placed in operation. plant has been appraised at $75,000 and can be so two-thirds of the appraisement. The appraisers J. B. McDonald of the Knowles, Taylor & Knowle C. C. Ashbaugh, late of the West End Pottery Co C. V. Beatty, of the Potters Lumber Co.

Summer Meet of Potters Association in L

Whether or not there will be a summer meeting United States Potters' Association may not be deter until late next month. Such a proposition is in th of the Executive Committee of the Association, but bers of that body have not determined whether a meeting will be held or not. The last summer gather the general ware manufacturers have been at T N. J.

e Palestine Plant Producing "Argosy"

full line of the new "Argosy" dinnershape of the George Pottery Co., is now being produced at ast Palestine, O., plants. Shipments of this shape, corated will be possible within the next six weeks, d. The new shape is being produced in an ivory nd is in addition to the "Derwood" shape of this hich is also now to be had in ivory. "We are in roduction at our East Palestine plants as well as t Kittanning and Cannonsburg, Pa.," it was de- y officers of this company this week.

New Dinnerwear Business Nominal

business with dinnerware factories is in nominal only. At times orders are quite spotty, and on ys volume is heavy. There does not appear to be erally heavy demand for goods, although where ntracts prevail, steady shipments are being made ular schedules. There does appear to be an in- demand for the better grade of dinnerware pat- ith especial reference to the border treatments. of the time that is required to put the higher atterns through the decorating shops, there is of a slowing up in volume output. As a result, dition is reflected in other departments of the t potteries. Department store buyers have indi- manufacturers that the trend of retail buying of are is toward the better class of merchandise, a year ago the cheaper grades were in heaviest quest. All of the larger dinnerware plants around working on about full time schedules, while some maller plants are working three and four days k.

Shenango Awards Kiln Contract

ncement has been made that contracts have been by the Shenango Pottery Co., New Castle, Pa., James M. Smith is president, for the erection ssler muffle-type tunnel kiln at that plant, this be- rst tunnel kiln to be built in any vitreous china this locality. The bisque kiln will be 435 feet in nd the glost kiln will be 335 feet long. As there being erected, other factory buildings will be house two other tunnel kilns of similar type, giving the Shenango plant a capacity of four lns. These four kilns will give the company an qual to 40-kilns of the old type the firm was

hio Ceramic Association to Meet

s have been received here of a meeting to be ord Hall, Ohio State University, Columbus, O., hio Ceramic Industries Association May 26-27. l sessions for the whiteware division or dinner- ion of the Association will be held at the Faculty he University Campus. Many manufacturers in ict are members of the Association, also plant ists.

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New Acme China Plant to Operate

The new plant of the Acme China Co., Murphysboro, Ill., will be placed in operation in June, according to reports received here. Several departments having to do with the early stages of production are now working.

Western Introduces Hanging Baskets

Foyer hanging baskets, in various sizes, is a new line just introduced by the Western Pottery Co., Denver, Colo., of which Glenn Jones is at the head. Although the company has been engaged in the production of a line of stoneware, it is said that it is now gradually working into the art line, and that the foyer hanging basket is one of the first of the new items to be featured in the new line.

Ohio Ceramic Endowment Fund Idea Growing

The effort that is being put forth by ceramic interests in Ohio to create an endowment fund of $1,00,000 for research work appears to be gaining ground. It has been made known that average figures for the last 10 years disclose that while $135,000 has been available annually from state funds for agricultural research work in Ohio, but an average of $5,000 has been appropriated for industrial research. Manufacturers of all lines of ceramic products in Ohio, together with dinnerware producers are becoming interested in this movement, which, it has been pointed out, will result in vast future benefit to the dinnerware industry as a whole.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Phoenix Glass Loses Appeal for Reduction in 1920 and 1923 Taxes

AS a result of a decision rendered at Washington, D. C., a few days ago, the Phoenix Glass Co., Monaca, Pa., general offices of which were formerly located in Pittsburgh, lost its appeal to the United States Board of Tax Appeals to avoid paying more than $30,000 in income and profit taxes for 1920 and 1923. The tax board ruled eight per cent allowed by the Commissioner of Internal Revenue for depreciation on equipment and machinery was reasonable and also held that the applicant corporation did not introduce evidence to substantiate its appeal claim for 12½ per cent depreciation instead of eight per cent.

Citizens Glass Co., to Operate

Another corporation is being formed which proposes to place in operation at Barnesville, O., the former plant of the Citizens Glass Co., there. Under Delaware laws, a new charter has been granted to an interest to be known as the Citizens Glass Co., with a capital stock of $750,000. It is proposed to place a portion of this stock on the open market to obtain funds to again place the property on the active list. The plant has been idle for a considerable period of time.

Louie Glass Co. Adds Equipment

Additional equipment has been added at the plant of the Louie Glass Co., Weston, W. Va., and as a result the number of employes is to be increased. The factory is producing a general line of blown ware and tumblers, both in plain and decorated. Operations at this plant are very active for this season of the year.

Murphy Adding Stores

Additional stores are being added to the chain controlled by the George C. Murphy Co., which features merchandise selling on the range of from five-cents to $1. The first of these new units is to be opened in the McCloud building, New Castle, Pa., and the second will be located at Medina, N. Y., where the company has purchased property. In the Medina business block there are now three store rooms, and two of these will be used by the company.

Kaufman & Baer Feature China and Glassware

During the conclusion of the 13th annual anniversary sale at the Kaufmann & Baer department store at burgh this week, a special feature was made of in the china and glass department. Gold encrusted and stemware was sold at 59c each item while a li "Early English" glassware was put out at 50c per Domestic border pattern dinnerware was feature $23.50 for 100-piece sets of "$35 and $45 value" a line of floor lamps formerly selling at $19.50 to were specialed at $12.95. A line of five-light drop ing fixtures was featured at $6.95.

Cheap Glassware Losing Appeal Belie

According to information reaching some of the glassware factories the cheaper line of goods are l their appeal. This situation is said to be growing. ing the January market season here, there was a pronounced demand for quality merchandise than in of the previous seasons, although it must be said there still prevailed an inquiry for popular priced i It was said by salesmen at the time that while b sought lines at low factory prices, yet when these were placed on sale there was a "great" difference bet the factory cost price and the retail selling price.

But since the January market, however, there has a noticeable increase in the demand for many o higher priced lines of glassware. This would also cate that the buying public is showing more intere the better grade of goods. One letter recently rec here contained the phrase "cheap goods do not hav appeal they formerly had."

Twenty-five Years Service for John C. Kur

John C. Kunzler, secretary of the National Assoc of Manufacturers of Pressed and Blown Glassware complete a quarter of a century as such an officer S day, May 28. When he was selected as an officer fo association, the latter had offices in the Stevenson ing on Sixth avenue, which site at this time is occ by the Kaufmann & Baer Department Store. Whe Association had to move, it was next located for years in the Conestoga Building at Wood and streets, but in later years and at present the offices the House Building, Smithfield and Water street, di opposite from the Monongahela House. In recog of his valued service, the Association has presente Kunzler with a beautiful silver service.

H. & S. Pogue Stock Issue Oversubscrib

The $3,600,000 new stock issue of the H. & S.

department store, Cincinnati, O., was oversubscribed as soon as it was placed on the market. Net earnings of this store during the last four years have been in excess of $700,000 annually. Through the sale of the stock issue, the company plans an expansion program.

Place Thatcher Plant in Operation

It has been reported in the trade here that the plant of the Thatcher Mfg. Co., Parkersburg, W. Va., is about to be placed in operation. The factory produces a general line of containers, and has been idle for some time.

Blown and Stemware Demand Steady

Factories producing blown stemware, demand has been reported to be "good" and "steady." The larger distributors have been forwarding repeat orders for goods bought earlier in the season, and in many instances specifications call for larger volume. The more staple lines of glassware, however, especially the pressed lines are not in very active request just now. There is a healthy movement in the colored glass specialty lines, both plain and decorated colored glassware.

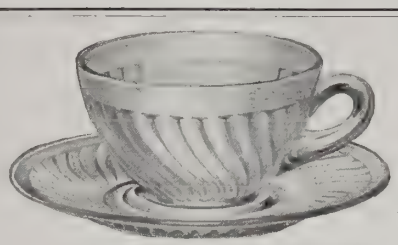
A number of department stores throughout the country have recently concluded or are now in the spring special sale period and where these sales have been held new business has been received from the buyers. As a matter of fact action was taken in advance for special stocks, but not a few buyers offered lines in an open stock pattern, and as a result there has been a demand for other items in the same pattern, but for which the retailers are obtaining a higher price. In other words, decorated glassware lines have been featured at these sales in the same manner as the open stock dinnerware. Quite a few of the distributors have, as a result of following this plan, been able to show increased business in the china and glass departments.

Glass Manufacturers Expect Few Wage Changes

When the glass manufacturers and representatives of the American Flint Glassworkers' Union meet in annual conference at Atlantic City this year, few if any changes in the existing wage scale are expected to be announced at the close of the conference. Some branches of the industry will seek a direct wage advance, while others are expected to seek factory changes, which will not necessarily mean a wage increase.

The manufacturers, however, are not in favor of any increase, it being their belief that the wages now paid in the industry are as high as can be paid, in view of the present condition of the trade as a whole, and in view of the present import situation. Conferences at Atlantic City will continue over a period of two weeks or more this year, which is in keeping with the conference periods of former years.

The line of original ideas



Always Something Different

No. 1710 Cup and Saucer. Spiral optic effect. Made in Roselin, amber, green and crystal.

Westmoreland Glass Co.

Grapeville, Pa.

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No. 1710 Handled Ice Tea. Graceful spiral optic effect. Made in Roselin, amber, green and crystal.

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BALTIMORE
John A. Dobson & Co.,
110 Hopkins Pl
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San Francisco
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617 Mission St.

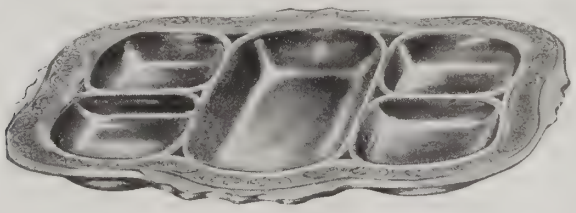
Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

What's New in New York Showrooms

Newest Addition to Cambridge Glass Dinner Service

ORIGINAL items always command attention. Quite consistent with their policy of constantly adding "something new" to their already large and pleasing line, the Cambridge Glass Co., Cambridge, O., are now showing a beautiful celery and relish service at their New York salesroom, 184 Fifth Ave., that without exception is one of the most attractive pieces they have produced in some time. From the accompanying illustration some idea can



be formed of how really pretty this number is. The factory in its production have added one more piece that fits splendidly with the Cambridge open stock dinner service. The dish is offered in a choice of amber, emerald and peach colors while in decorative treatments there is a selection of etchings and gold encrustations as well as plain. It is oblong in shape and carries four very attractive handles on each side which, while serving to further its charm, also make it most easy to pass at the table. The service has four small relish compartments which are on either side of a large center celery compartment. There is one decoration on this item that is especially pleasing. This is a very charming encrustation in a scroll pattern while the edges of each compartment are finished with a gold line. This treatment shown on the amber color is splendid. The article has been patented by the factory.

Warrin's Rose and Silver Glass for Brides

WITH the popular season for brides at hand, shops should be prepared with an adequate stock of salable articles in order to reap the harvest that the stimulation of wedding business brings. One particular line that the dealer should investigate that is especially appropriate and one that has demonstrated its sales possibilities is the Rose glass with silver decoration produced by the well known decorating firm of Edmondson Warrin, Inc., 43-45 West 13th St. It would be difficult to imagine anything more suitable for the June bride for instance than this dainty rose colored glass—the newest and one of the most popular colors introduced in glassware, adorned with striking open work sterling silver designs. The contrast of the rose color and silver is simply delectable. The patterns are all new and there is a choice of six different decorations from which to make a selection. One of them is illustrated. The line includes just the sort of items that are most wanted such as cream soups, salad plates, s ware, flower bowls, vases, candy jars, puff jars, s and creamers, compots, mayonnaise bowls and p rolled handled tray, celery trays, after dinner coffe fact there is almost everything made in glassware in and lovely shapes.

Ideal Water Glass Lamps

INTERIOR decoration and furnishing of the home day presents a most interesting study and yet at the time demands a technical knowledge that is very ess to produce results of a harmonious and pleasing env ment. Every housewife, though her home be most pr tious or otherwise, continually has the thought in mi make it as attractive as possible, and generally spea possesses an intuition whereby she is able to place an o in just the right place where it will show to the best a tage and enhance the charm and general atmosphere room. There is scarcely anything that adds more to th fect of a room than a lamp, and while, of course, ther hundreds of styles and sizes to select from, it would b deed a hard matter to find a more attractive or suitabl than that which the Ideal Cut Glass Co., Canastota, N



are offering to the trade in their new water glass l Here the factory have a lamp that is to be had in six ning decorative treatments both light cut and engrav lovely colors of amber, green, rose, blue and crystal. will be seen from the illustration their bases are ho made so to permit of their being filled with water w when reflected against the light above gives a beautifu fect. Another idea which the Ideal factory has inaugu

ection with this lamp is the introduction of three es at the upper part of the base whereby glad fish placed in the clear water. Where a crystal base is colored water may be used to fill it and thus an re effective result may be obtained. The factory icing this lamp have fitted them with a screw on top attachment that is waterproofed, thus elimin- y trouble from short circuiting.

gwood's Beautiful Hollyhock Pattern

NONG the many delightful offerings that are to be en in the exhibit of Josiah Wedgwood & Sons, 5 Fifth Ave., American representative for the fac- Josiah Wedgwood & Sons, Ltd., Etruria, Stoke- t, England, is their beautiful Hollyhock design n their Paris shape, illustrated herewith. This is their very latest treatments and while it is well



that Wedgwood creations have always carried a nd beauty all of their own, it can be safely said conceiving their Hollyhock pattern they have sur- hemselves. It is of interest to note how this motif ught out. Tradition has it that about one hundred enty years ago Josiah Wedgwood was working his flowers one sunny afternoon, when through den wicket stepped a girl who was destined to the rest of his life. Undoubtedly such old world as Hollyhocks were silent witnesses to this meet- it is therefore quite fitting that they should pro- motif for one of the most delightful of Wedg- designs. The treatment, which is of the allover as beautiful petals and the delicate tints of the have been reproduced exactly true to Nature the smallest detail. The effect thus gained ac- d by the rich colored ground of the concern's ed Queensware is quite inexpressable. Purple low, various tones of red, light and dark green gether in a manner that brings out a perfect pic- flowers and leaves, while a dark green edge line handles and knob traced in the same color give it tion of finish impossible to improve upon.

Wide Variety in Art Objects Displayed by Morimura

THE showrooms of Morimura Bros. Inc., the Japanese importing house, 53-57 West 23rd St., offer a most diversified display of items to suit most every taste and requirement. Prominent among all this array and particularly noteworthy because of their attractive appearance, beauty and splendid workmanship, is a line of bronze art pieces that deserve more than just casual mention. Included among them are Golden Pheasants, Elephants and Tigers the modeling and detail of which are perfect. Some of these show just a single animal or bird while others are in groups. They are all mounted on a handsome wooden base and are presented in a wide range of sizes. Other items, also in bronze, are to be found in such pretty and ornamental numbers as urns, incense burners, etc. Here are many splendid shapes and decorative ideas that are really a treat to see. In Imari Ware the Morimura firm have any number of beautiful pieces. Especially good are the vases, a feature of which is their excellence of color. It is almost impossible to describe them for each one is so distinctly different from another. Rich enamels in a variety of designs which seem to run into the hundreds make their showing one that is really remarkable. Their sizes and shapes are also greatly assorted. For instance, they run in size from those standing four feet high down to little ones eight inches tall. Birds and flowers predominate in their decorative schemes.

Tea Sets Predominate Haruta Display

IT is at once noticeable when visiting the display of Haruta & Co., 141 Fifth Ave., the Japanese importing firm, that one of the outstanding features of their exhibit is the wide and diversified showing of tea sets. It can truthfully be said that the firm has without exception a line that offers a choice to suit every possible taste. Many of the sets are in lustre finish, however the line is by no means confined to this. As to their shapes and decorative ideas they seem to be almost without limit. Flowers, birds, scenic effects and figures have been most aptly utilized while the colors they combine and are worked out in seem almost impossible to describe. As an illustration of the line's great attractiveness one decoration, typically Japanese, showing a water scene is lovely. A snow-capped mountain stands out in the background while small peninsulas and sail boats are effectively worked into as decorative a scene as could possibly be imagined. Tan and jet black are combined in this with water in a Mother of Pearl effect that is quite different. A blue band border adds a crowning finishing touch. The company have assembled a line of values in these sets that would be hard to match.

Cox & Co. Surprises with Huntington Line

NEW items from the Huntington Tumbler Co., Huntington, W. Va., just placed on display at the salesrooms of Cox & Co., 120 Fifth Ave., representatives for

(*Continued on page* 30)

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

China and Glassware Market Shows Better Tone in Windy City

A DECIDEDLY better tone prevailed in the local wholesale market for china, glassware and housefurnishing during the past week. Manufacturers agents report an increase in business coming in at this time from the cities in the middle west and the number of buyers in the market seeking new lines shows an increase over March and April. Activity was somewhat increased last week due to the Spring market being held at the American Furniture Mart. Salesmen report continued interest on the part of buyers in the latest ivory body dinnerware lines and the popularity of rose colored glassware and stemware still prevails.

It is expected that more than 11,500 buyers of furniture, lamps, glassware, china and housefurnishing will visit Chicago for the three important selling events being held between June 27 and August 6. The American Furniture Mart Mid-Summer exhibit opens on June 27 and will continue to July 23. The Eastern Importers Manufacturers will hold their show at the Palmer ho the last week in July and the first week in August. Sixth Annual Chicago Gift Show will be held New Stevens Hotel from August 1 to 6. All of events will being in many thousand buyers seekin and Holiday merchandise and the six-weeks' perio be one of utmost activity throughout the local trade

---

Charles Patterson, buyer of china, glass and lam Carson, Pirie, Scott & Co.; Pete Rinkin, buyer f Boston Store, and W. C. Owen, manufacturer's arrived in New York last Saturday following their a European trips.

Oscar Helm, who returned from Europe last announces many new lines of merchandise acquired he will sell through his company, the Atlantic Ig Corp.

A new Chicago Incorporation is the Blinder Furn Co., 6912 Cottage Grove Ave., recently capitaliz $15,000 to deal in retail and wholesale household and wares, furniture, rugs and carpets. A. Blinde Blinder and Sophie Blinder are the incorporators.

Carson, Pirie, Scott & Co. displayed a 51-piece do ivory porcelain service in floral and foliage design priced at $13.50. A luncheon service of 18 pieces s $9, consisting of goblets and sherberts in orchid gla stems of twisted crystal glass.

Among the many crockery and glass displays fe by the Burley Shops in the annual May Sale, is a piece party set in green, rose or orchid with six ma goblets, sherberts and plates, priced at $8.50. Anoth tractive 13-piece set for the summer beverages consis a rose or green pitcher with six glasses and six s in various colors to sell at $5.

Mandel Brothers have recently leased a seven building at 534-36 South Franklin St., containing 1 square feet, to be used as a warehouse and remote ery station. The building, which has a railroad track, Chicago river dock, is connected with the store by subway should render increased efficiency receiving and dispatching of the store's merchandis

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THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Duncan-Miller line, represented by Fred T. Ren- East Randolph St., has been enlarged by the ad- some exceptionally fine stemware in the Geor- ern in crystal, amber, green and rose, and sugars ms in the same pattern in crystal and the three colors. A novel item gotten out of this factory is an 11 inch water lamp, No. 72, modelled after graceful Colonial lines. It is offered in crystal and may be filled with varied colored waters which makes a very pleasing effect and a suitable decoration for the home.

State of Trade Fair

WEATHER, crops, trade and industry are no less irregular than in recent weeks, but out of this blending of varying conditions seem to be form- new movements which give promise of important lopments. Unfavorable weather, past or present, and ste ly widening of the damaging influence of the tes flood the Mississippi valley has seen in several rat ns, plus apparently greater needs abroad for our t id flour, have quickened the bullish movements d ne time ago in prices of the cereals, cotton and r m produce. Wheat, corn, cotton, old potatoes sol other farm products are all hifher on the week. er ports from winter wheat are balanced by delayed ing of spring wheat in this country and Canada.

he eek's weather has apparently not been helpful ist ute trade, which seems to be little, if any, better a ar ago, but the dampening effects of these reports to certain extent mitigated by the knowledge that l, th a late Easter date, made a better exhibit than d a ear ago in mail-order, chain and department store holesale and jobbing trade reports are of a little or little loss from a year ago in different sections, th distressing conditions in the great central valley ing he scale against this year's records in that line. ins he latter, however, are to be reckoned the im- ed otton price situation and the knowledge that re- ita n of the flooded regions may furnish a good of tivity later.

mo the industries, the most notable feature is the ons ation of the fact that, with only non-union mines kin the output of bituminous coal is upward of 8,000,000 tons a week, with the output likely to be still further increased as more mines go on an open-shop basis. The quieting down of the steel trade, this after a new high record in daily production by pig iron furnaces, and soft spots revealed in pig iron, semi-finished steel, scrap and coke are apparent evidences that some March and April activity in production was based on the discounting of this strike and its possible effects. The curtailment of lumber still maintains in the Pacific northwest and in flooded southern areas, and prices are firmer, especially of hardwoods, which are said to be 10 to 15 per cent. higher because of 150 or more southern mills being likely to be idle for some time yet. There are some indications, however, that the curtailment in the Pacific northwest is not up to trade hopes or expectations so far as reflection in prices is concerned. A record attendance and good business are reported at the Grand Rapids Furniture Exhibition. The new strength in automobile sheets noted last week is maintained, and there are certainly fewer men unemployed at leading automobile manufacturing centers, especially Detroit. While overproduction of petroleum is still complained of, it is worth noting that one producer of crude has advanced prices, and the gasoline war in California is said to have ended with a 6-cent advance in that product.

In the textiles, cotton goods are reported to have sold better for future delivery, following the strength in raw material, whereas raw wool is still rather quiet, with buyers of new clips refusing to meet growers' views.

We can not succeed unless we try.—*Lincoln.*

Displacement of Glass Labor

(Continued from page 9)

207,000, an average of $48.74 per hundred square feet, which is 59.5 per cent higher than the average of 1899.

Table 4 compares the trend of these average values in the four branches of the industries, and of wholesale prices of manufactured commodities, from 1899 to 1925.

In average unit values each branch of the industry seems to have a trend entirely different from any other branch, due to conditions inherent in that branch. For instance, window glass and plate glass as building materials are largely affected by the general conditions in the building industry. This accounts for the drop in their values in 1909 and the steep rise in 1919, as compared with the value of bottles and jars or of pressed and blown ware. Again, for a number of years plate glass has been in great demand for the automobile industry, and in 1921, in spite of the depression in the other branches of the glass industry and in the wholesale price index of manufactured commodities, the value of plate glass continued to rise through 1923, when the introduction of the continuous process began to exert its influence and values began to drop.

On the whole, however, the general trend of the four branches of the industry is unmistakably downward, and, with the exception of plate glass, none of the average unit value indexes rose during the period above the wholesale price index of manufactured commodities.

Wage Workers' Earnings

A comparison of rates of wages in the glass industry in 1899 and 1925 is of no significance, for the reason that the nature of the work done and the kind of labor used in 1925 were entirely different from the work done and the labor used in 1899. Twenty-five years ago the majority of workers employed in the industry consisted of highly-skilled blowers, pressers, finishers, gatherers, flatteners, and cutters, and unskilled mold boys, snapping-up boys, warming-in boys; carry-in boys, carry-over boys, and the like. In 1925, only a small percentage of such labor had been retained even in the hand plants. The new class of glass workers is made up of tank men, machinists, machine foremen, machine operators, and helpers, with little if any preliminary training in handling machines. Again, in 1899 all skilled workers were paid on a piecework basis, while in 1925 the overwhelming majority of workers were paid on a time basis—by the hour, by the week, or by the month.

It is possible to compare the yearly earnings of the wage earners in 1899 and in 1925. In 1899 the 52,818 wage earners in the industry received a total wage of $27,084,000, an average of $512.78 per wage earner per year. In 1925 the 69,371 wage earners received a total wage of $86,736,000, an average of $1,250.32 per wage earner per year, or nearly 2½ times as much as in 1899. But in making these comparisons it must be remembered that the group of wage earners in 1899 contained a large percentage of workers under 16 years of age, with extremely low wages; whereas in 1925 the number of minors under 16 years was practically nil. This difference would considerably to depress the average earnings per n 1899 as compared with 1925. On the other hand, m the skilled workers in 1899, working on a piece-rate were earning exceptionally high wages. Fifty to se five dollars a week was not an exceptionally high for a skilled bottle or window-glass blower in those In 1925 this extreme had also been eliminated. H the high earnings of the skilled workers in 1899 wer tralized by the very low earnings of the minors ca be guessed, but the existence of the two extremes c be overlooked when comparing the average earni the two periods.

Child Labor in the Industry

Prior to the introduction of machinery the gla dustry was one of the greatest exploiters of child This was particularly true of the bottle and presse blown ware branches, for very few children had eve employed in the making of window glass and n plate glass. In 1899, of the total of 40,916 wage e employed in making bottles and pressed and blown 7,035, or 17.2 per cent, were children under the 16 years. These were employed chiefly as mold cleaning-off boys, and snapping-up boys in the f room, and partly as burning-off girls, glazing girl selectors in the finishing department.

The conditions under which the children were em are fully discussed in the Commissioner of Labor port on Condition of Woman and Child Wage Ear the Glass Industry in the United States made at quest of the United States Senate and published i The following quotations are from this report. Re to the work of the mold boy it says:

"The mold rests upon or very close to the floor. result the mold boy must either squat upon the gro an awkward, cramped position * * * or, standing stoop constantly to his work. When the mold bo thus sit with his legs doubled under him, or sittin crude chair or box, stoop over almost to the floor t ate the molds, the occupation becomes one which, ued for any great length of time, undoubtedly te dwarf and deform the child.

"He must necessarily be close to the mold, a speed of working the mold is placed near the furn rectly in front of the working hole and some 3 fee the level of the hole. As the mold tender works h the furnace, and his face and shoulders at least direct line with the radiated heat from the workin In addition to the furnace, there are other sources adding to the boy's discomfort: The blower in lo the hot lump of glass into the mold necessarily sv close to the boy's face; the mold itself, after a shor becomes very hot and gives off considerable heat; i factories the "glory holes," at which the finishin is done, are crowded close to the furnace, and littl left between them and the mold boys."

The general conditions in the furnace room a described:

(Continued on page 31)

n You Konkor This Krockery Kwizz?

PUT on the old thinking cap and puzzle awhile over the following ten krockery kwestions which are all pertinent to the china and glass trade. You'll find some of them fairly easy while others call for a deal of thought. After you finished in addition to having a lot of fun you will have increased your knowledge of the crockery and glass game.

Here's the Kwizz for this week. Answers may be found on page 31.



Wo wrote the following: "Once more whin the potter's house alone I stood surrounded by the shapes of clay;" etc.

What firm handles Pareek ware?

What is meant by the term semi-porcela?

What is fire-proof ware?

What is Queensware?

6—In what five ways are dishes sometimes classified?

7—What is glass?

8—What is Delft ware?

9—Is there such a thing as perfect china?

10—How does glaze effect beauty?

(Answers To These Questions On Page 31)

SPRING IS HERE —

And all over this great land of ours the annual housecleaning event is in order.

Naturally enough Spring suggests new china and glassware to the good housewife.

Are you suggesting your ware to department and gift store buyers all over this great land of ours through the best and oldest medium in its field—the CROCKERY AND GLASS JOURNAL?

A postcard request will bring our rates



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A refreshing idea in a floral spray, worked out in delightful color contrast. Rosewood, tan, powder blue, Valencia blue, maize and black are utilized in striking effect. Shown on the Columbia shape.

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CROOKSVILLE, OHIO

"You Can't Argue Against Conviction"



If you're absolutely dete mined not to take advanta of the opportunity to pla your lamps and shades b fore the best buyers of t trade, our suggestion th you advertise in the LAM BUYERS' JOURNAL likely to fall on unfertile so

On the other hand you're desirous of getti your lamps and shades before the man w buys—of increasing your business, there is better medium in which to broadcast your me chandise than the

LAMP BUYERS' JOURNAL
222 W. Adams Street
Chicago I

ffective for Education of Store Force

gdales Adopts "What-Do-You-Know" Type estionnaire—Other Stores Also Make Use lan—Centers Employees' Attention on Points They Might Otherwise Pass Over

ment stores and specialty shops in various parts untry are beginning to use the question-and- novation in their house-organs to familiarize em- th many things about the store that they would wise have a chance to know. This set of ques- answers was used recently by Bloomingdale's: Who was recently promoted from floor super- to H. C. Bloomingdale's secretary?

. What position does Mr. Homoky, a one-time anager, now hold?

Who must sign an L. O. G.? What does stand for?

. Where was the first Bloomingdale store lo- What year?

Which big New York department store is to build the most complete and up-to-date de- d warehouse of the city? Where?

For salesclerks only. After cash sale has been you are ready to complete the transacton by ac- e customer's money, what is the first thing that me to your mind? What follows?

. How many delivery trucks do Bloomingdale operate?

What are the duties of a salesclerk on entering tment in the morning?

Mr. Ahlert started with Bloomingdale Brothers n manager, was made an assistant to Mr. Klaff, luated to floor superintendent and has finally he position of secretary to Mr. H. C. Bloom-

. Mr. Homoky has been appointed Mr. Kitch- stant. Mr. Kitching is the merchandise man for d silk underwear, corsets, infants' wear and

The section manager and floor superintendent an L. O. G. L. O. G. stands for "Ladies' Own s."

. On 3d avenue, between 56th and 57th Sts.,

Bloomingdale Brothers, in Long Island City.

To call back the amount of money tendered by mer and count back the change coin by coin.— ou," should always conclude a sale.

. 106 delivery trucks.

(1) To sign time on section manager's time

o uncover and dust merchandise.

o count $20 bag into register drawer.

ill in two tallies with name, date, department and number. Also to mark one tally cash and the C. O. D. and charge.

o be sure carbons in salesbooks are fresh.

rint all names and addresses on all checks.

Dept. Store Sales Fell Off in March

Late Easter Seen as Partial Explanation of Slight Volume Decline—Chain Stores Increase

The value of sales at retail stores was seasonally larger in March than in February, but the increase between the two months was less than is customary. Compared with March of last year sales of reporting department stores were slightly smaller, while those of mail-order houses and chain stores were larger. Smaller sales of department stores in March of this year compared with 1926 are explained in part by the fact that the date of Easter last year was early in April and a large part of the spring retail trade was in March, while this year Easter was two weeks later and the volume of the customary spring retail buying that was done in March was relatively small.

Smaller department store sales in March than last year were reported in all sections of the country except in the Boston, New York and Chicago Federal reserve districts, where they were slightly larger. Declines were largest in the Philadelphia, Richmond, Atlanta and St. Louis districts. Statistics reported from forty-five separate departments at stores in seven Federal reserve districts showed smaller sales in twenty-two departments and larger sales in twenty-three departments. Decreases from March of last year were largest in departments selling dress goods, neckwear and veilings, boys' wear, millinery, gloves, musical instruments and radios, while increases were largest in departments selling silverware and jewelry, women's skirts, sweaters and negligees, and aprons and house dresses.

Inventories carried by department stores increased rapidly in March in anticipation of the expansion in sales in the Easter trading season. This increase, however, was no larger than is usual in March and at the end of the month stocks for the country as a whole were in about the same volume as in March, 1926. In several Federal reserve districts, however—Boston, Atlanta, Kansas City and San Francisco—stores reported larger inventories than last year. Statistics from individual departments showed smaller inventories in twenty-four departments and larger inventories in twenty-one departments. Declines from March of last year were largest in departments carrying cotton and woolen dress goods, laces, trimmings and embroidery, and women's suits, while increases were largest in departments carrying women's skirts, furs, juniors and girls' ready-to-wear, and sweaters.

Gimbel Banquet Marks 85th Year

Leading men and women in all walks of life came to the store of Gimbel Bros., Philadelphia, recently to participate in the ceremonies and a dinner commemorating the eigthy-fifth anniversary of the founding of the firm.

United States Senator-elect Vare, Governor Fisher and Mayor Kendrick all paid glowing tributes to Adam Gimbel, the founder of the great institution that bears his name.

A feature of the celebration was the presence of mem-

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery C

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

HERBERT K. CONNOR
East

CHAS. A. WEIDEMAN
West

ROY E. HENDERSON
President

A Superior
IVORY
BODY

NEW
PATTERNS



Representatives
D. King Irwin, 200 Fifth Ave., New York City
F. A. Miner, 116 W. High Terrace, Rochester, N. Y.
E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE, O.

"Ceramic Dictionary"

Copyrighted

By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, Inc

Publishers

45 East 17th St. New York

he Gimbel family from New York, Philadelphia
r sections of the country.
fair was a colorful one from start to finish. The
hall on the seventh floor of the Gimbel store rep-
the last word in the display man's art. Entering
ifully decorated hall, the guests marched between
he Gimbel Brothers Cadet Corps, acting as honor
the flags of the thirteen original Colonies. A
f trumpets by the Cadet Bugle Corps of the Gim-
ws the signal for the diners to take their seats.
er colorful feature was the presence of the Sec-
Troop, which acted as escort to Governor Fisher
Union League.
Gimbel, president of the corporation, seemed
oved when introduced by the toastmaster, Arthur
, general manager of the Philadelphia store. He
n an affectionate greeting by the members of the
amily and the hundreds of guests and employes.
course of his talk Mr. Gimbel remarked that he
he property in Philadelphia upon the advice of
Field, of Chicago, whom he characterized as "the
nerchant America has ever known."

---

rade of Future Ruled by Committees

gh the business machinery for carrying goods
ducer to consumer may become more compli-
w efforts toward establishing better trade rela-
veen manufacturers, wholesalers and retailers will
smoothing out the flow of the Nation's merchan-
in E. Dodd, manager of the Domestic Distribu-
artment of the United States Chamber of Com-
edicted recently before the Wholesale Stationers
on of the U. S. A.
bing the changes which the coming generation
pect, Mr. Dodd said he foresaw the formation of
de relations committees in each trade as one of
est factors in tightening the links in the distribu-
n.
Dodd outlined the procedure for formation of
mittees in the various trades, "composed of ap-
ely three wholesalers, three manufacturers and
ailers," which will take the lead in ironing out
standings that arise between distributors.
ing that distance is one of the chief causes of
understandings, he said:
of the least-comprehended elements in distribu-
istance—the distance from the manufacturer to
mer—and I am inclined to believe it is the most
t element.
distances increase immeasurably the difficulties
nsactions which must take place in the distribu-
erchandise. Perfectly honest misunderstandings
ch never would intrude into transactions if they
ducted face to face."
ng the program for better trade relations
ut American industry, Mr. Dodd emphasized the
representation of each branch of a trade in
trade relations committee. He praised the work

Outlines Organization

Trade associations, as the business man knows them today, are but a preliminary step to the organization of industry and commerce on a basis of self-control which in the future will smooth out friction and lost motion in distribution, according to Alvin Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States.

The trade organization of the future, he declared, will embrace in its representation manufacturing, wholesaling and retailing.

He predicted that the probable governing bodies would be in the nature of joint committee of existing trade associations, to function in much the same manner as several that now are in existence. Notable among these is the joint committee of the shoe and leather trades and industries.

of the trade associations but pointed out that "no one class of distributors can eliminate the wasteful and uneconomic practices which arise in relations between different classes of distributors. Joint action is necessary.

"The question asked most often in respect to trade relations, is why the existing trade associations are not able to correct whatever difficulties are experienced in an industry. The reason is a very simple one. Almost all trade associations have consisted entirely of one class—all wholesalers, all manufacturers or all retailers.

Gimbel Bros. Book Lists "Selling Points" of Stores

Gimbel Bros., Philadelphia, have published an attractive book called "Progress" in connection with the celebration of the firm's eighty-fifth anniversary.

"This book," a statement on the back cover says, "is our invitation to visit the Greater Gimbel Store in Philadelphia, to make use of it, and to put its service and services to the test of trial."

The book gives a few of the many features of the Greater Gimbel Store in Philadelphia as follows:

Banking Facilities—a State bank located in the Gimbel Store, having checking and savings departments.

Safe Deposit Vaults—operated in connection with the bank.

Beauty Parlors with new Parisian Features—where milady may have beauty treatments of every sort, hair trimming and curling, manicuring and massage.

Rest Rooms for Women—offering comfort to the point of luxury—spacious, beautiful, convenient—new kinds of comfort.

Day and Night Restaurants and Private Banquet Halls with special outside elevators.

(*Continued on page 27*)

Spode's Golden State



THE accompanying illustration shows one of the most colorful and effective designs produced on the old flower embossed shape. The enameled colors are painted on the embossment, under the glaze, in green, red, purple, and orange, the underglaze treatment adding warmth and richness to the colors of the paintings. This treatment stands out very effectively against the ivory body. The flower embossed shape is one of the oldest made by Spode. Its artistic perfection is proved by the fact that it has been carried down through time and is still highly appreciated by those who know beautiful things.

Full dinner, tea and breakfast stock carried in New York. Send for samples and prices.

Copeland & Thompson

Incorporated

206 Fifth Avenue

New York



7617 Goblet, Etched 753

ANOTH ETCHIN BY ECONO

Bowls wide o Crystal Glass. Stems feet in Ap Green or Amber. All o popular items cluded in the

The repeat or received since first of the indicate the f with which design has received.

ECONOMY GLASS COMPAN

MORGANTOWN

W. VA.



New York Imports

May 4th

Dilian (Additional) from Antwerp, Belgium
China Corp., 40 cases crockery

Iconia, from Liverpool, England
y Trust Co., 10 packages earthenware
& Ridgway, Inc., 20 packages earthenware and china
n Bros., 1 cask earthenware
, W. S. Corp., 34 packages earthenware, glassware, etc.
eld, B. F. & Co., 27 cases decalcomania
on, E. B., Inc., 11 crates earthenware
Co., 1 crate earthenware

Aerican Trader, from London, England
& Co., 2 cases earthenware

Itagonier, from Antwerp, Belgium
hipping Co., 12 cases majolicas, etc.
W. J. & Co., 7 cases majolicas
y Co., 6 cases majolicas

May 5th

Hmburg, from Hamburg, Germany
n, L. & Co., 3 cases enamelled hollow ware
n & Phenix Nat'l. Bank, 6 cases earthenware
F. C. & Co., 30 cases crockery and earthenware
erger, M. & Co., 17 cases crockery
rading Co., 3 cases crockery
W. J. & Co., 10 cases crockery, 27 cases earthenware, etc.
rift, F. B. & Co., 3 cases earthenware
ak Bros., 3 cases hollow glass, 8 cases crockery
Braid Co., 1 case crockery
Ellinger, Inc., 40 cases hollow glass
, A. & Son, 3 cases china, etc.
Shipping Co., 122 cases crockery, etc.
hipping Co., 10 cases earthenware, etc.
& Rosenfeld, 8 cases earthenware, etc.
& Co., 1 case porcelain
& Hilder Bros., 3 cases earthenware, etc.
Carnival Sup. Co., 5 cases crockery
, J. E. & Co., 50 cases crockery, etc.
Frt. & Fwdg. Co., 15 cases crockery, etc.
& Gehrig, 13 cases chinaware
. D. & Co., 86 cases enamelled hollow ware
Miller Co., 11 cases earthenware
rs, Inc., 40 cases crockery, hollow glass, etc.
P. A. & Co., 3 cases china and earthenware, 4 crates
n & Slater, 1 case earthenware
. L. & Son, 8 cases crockery
Shipping Corp., 52 cases crockery, etc.
N. & Sons, 28 cases crockery, earthenware, etc.
gdale Bros., 16 cases toys and crockery
. R. & Sons, 3 cases hollow glass
nder Co., 46 cases glassware, earthenware, etc.
& Co., 4 cases earthenware
Trading Co., 4 barrels procelain
, J. E. & Co., 161 cases crockery
Shipping Co., 136 cases toys, crockery

. Frederick VIII, from Copenhagen, Denmark
& Hammacher Co., 454 cases enamelled hollow ware

. Cite Rosso, from Genoa, Italy
A. & Co., 70 cases earthenware, etc.

May 6th

. Cltic, from Liverpool, England
endar & Co., 10 crates earthenware
C. W., 15 casks earthenware, 2 casks china
& Marsellus, 5 crates earthenware
n, H. C., 5 packages crockery
F. C., 11 hogsheads earthenware, 4 casks earthenware
J., Inc., 5 packages china and earthenware
W. J. & Co., 1 crate earthenware
N. & Sons, 10 crates earthenware
Collamore & Co., 1 cask china
H. C., Inc., 1 hogshead earthenware
Bruckmann & Lorbacher, 3 casks earthenware
& Miller, 55 crates earthenware, 6 casks china
le, A. J., & Co., 26 packages earthenwae
P. N., Inc., 3 crates earthenware
., 30 packages earthenware
Parrott, S. L., 1 hogshead earthenware
Tharaud, J., Inc., 8 packages earthenware

S. S. Giuseppe Verdi, from Naples, Italy
Straus, N. & Sons, 4 cases earthenware

May 7th

S. S. Olympic, from Southampton, England
Bane, W. L. & Co., 1 case chinaware
International Mercantile Marine Co., 1 cask porcelain
Haviland China Co., 63 casks porcelain
Guerin Pouyat Elite, 21 casks porcelain
Vogt & Dose, 14 casks porcelain
Wanamaker, J., 4 casks porcelain
Carson, Pirie Scott & Co., 1 cask porcelain

May 10th

S. S. President Van Buren, from Kobe, Japan
Sin Kwang & Co., 15 cases chinaware

S. S. De Grasse, from Havre, France
Sils, J. P., 37 cases chinaware, etc.
Globe Shipping Co., 10 casks china, 3 casks china, 2 packages china
Macy, R. H. & Co., 3 casks china
Kupper, H. O., 36 casks chinaware
Bernardaud & Co., 16 casks chinaware
Bane, W. L., 1 case earthenware
Hamrah, A. K., 1 case lamps
Stirn, L. & E., 4 cases glass and chinaware
Haviland, T., 44 casks porcelain
Frenville, M., 1 case earthenware

S. S. MacKeesport, from Havre, France
Judell Bros., 3 kegs china
Amer. Exp. Co., 7 cases earthenware, etc.
Stern Bros., 11 barrels earthenware
Redden, C. A., 12 packages china, etc.

Gimbel Bro. List Selling Points

(*Continued from page* 25)

Public Auditorium—spacious, beautiful and perfectly equipped.

Up and Down Escalators—complete equipment of electrically operated escalators.

Pet Shop—birds, fish, animals and many surprising varieties of household pets.

Florist Shop—having its own conservatory.

Men's Barber Shop—and Men's Lounge—located in The Store for Men.

WIP Radio Station—broadcasting the famous Uncle Wip Bedtime stories and other features, in association with WGBS of New York.

Children's Barber Shop—circular in form, with panorama of fascinating juvenile motion pictures.

Furniture and Household Storage Service.

Fur Storage Vaults—where the ravages of summer are defeated.

Travel Bureau—offering complete and helpful touring information.

Cigars and Tobacco Shops—an unusual assortment of the most popular brands.

Taxicab and Bus Service—that is prompt and courteous. Busses to and from Gimbel Brothers, New York.

Students' Clothes—a complete department for outfitting youths.

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
~HOTELS~
~~CLUBS~~

MAYER CHINA
COMPANY
Beaver Falls~Pa

"Pottery and Porcelain

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter sho have. The illustrations alone would well re them for the outlay.

It contains a list of over 300 Ceramic Factor with short historical accounts clear and conc descriptions of peculiarities of parts, glaze colorings.

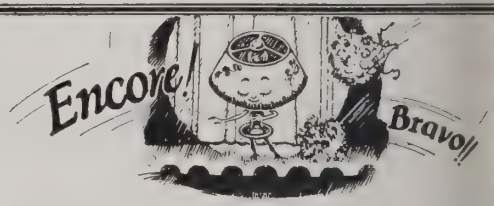
For a collection the book is invaluable as it save an amateur from many pit falls.

The chapter on "Values and Prices" has b rewritten and brought up to date and there i new index arranged on a novel plan so that ma can be readily identified.

Price $9.00

The Crockery & Glass Journ
47 East 17th Street
New York, N. Y.

COMPLETE "LINES THAT SELL"
Manufactured by the
BRUSH POTTERY CO.
ZANESVILLE, OHIO
PROMPT DELIVERIES
By Our Trucks from Our
NEW YORK WAREHOUSE
5 W. 20TH ST.
JOHN L. PASMANTIER & SONS



Marion Talley never would have scored her triumph h she sung behind the back drop. Neither will your prod sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Co pany, for instance—and bring your wares into the sp light of public acclaim.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPAN
HEEREN BUILDING · EIGHTH & PENN · PITTSBURGH, PA.

Special for Glassmakers and Potters
GREEN OXIDE OF CHROME
LIGHT, MEDIUM AND DARK
Guaranteed to contain no Free Sulphur nor Sulphides

Manufactured by
B. F. DRAKENFELD & CO. INC.
45-47 Park Place New Yo

s Department—where the alert hostess is in her

mes—Renting fancy and dress costumes for all s.

Room—on every floor for complete convenience.

t Office—Theatre and all Philadelphia events.

Paine Store Wins Boston Ad Prize

may spend too much if you pay too little," was ling of an advertisement of the Paine Furniture ton, which surprised the management of the store matically winning the first weekly prize of the Review of Current Advertising which is being d by the Boston *Evening American* and the Ad- Club of Boston.

opy had been prepared and inserted in the regular f business, the store management declared, with ht of the contest.

dvertisement showed a furnished bedroom, and matter under the advertisement read:

iture may be so low-priced that it is really very e.

does not last, it is extravagant, whatever you pay. not the important thing in buying furniture. The hat you get for the price is.

e furniture will give you long service. And at a le first cost. The large business we do is a big e to us in buying. The result is wonderful values. ou can always be sure of your money's worth here, you choose the simplest or the finest grade. And d immense variety of both.

ninety-three years' experience in home furnishing r service."

able mention was given to these advertisements:

& Sons Piano Company.

Albert Tobacco.

's Asperin.

National Bank of Boston.

man's Fountain Pens.

s Arlington Ham.

iver Line.

n's Mustard.

's.

ig Dog Cigarettes.

hepard Stores.

OBITUARY

Mrs. John E. Rohrbeck

ade will sympathize with John E. Rohrbeck, the own salesman and former manufacturer, in the is wife, whose death occurred on May 5 at their Weehawken, N. J., after a brief illness. Mrs. k was forty-five years of age. Besides her hus- is survived by three sons.

Old Wholesale Firm Turns to Retailing

The Callender, McAuslan & Troup Co., Providence, has announced that the steady growth of their retail business requires and demands the space occupied by their wholesale departments on the three upper floors of their buildings in this city. To meet these requirements they are compelled to close out their wholesale departments.

Fed. Res. to Give More Complete Dept. Store Data

Controllers of New York stores, in co-operation with the Federal Reserve Bank of New York, have launched a program of increased efficiency and service in the statistical reporting of retail trade activities.

Arrangements have been made by which the department stores will report their figures earlier and in greater detail to the Federal Reserve Bank's statistical department, thus permitting the mailing of completed reports, covering much more ground than hitherto, at an earlier date.

It is explained that under the new schedule the reports on each month will be in the mail not later than the 15th of the succeeding month. The controllers will report before the 10th of the month.

Another change that will be made, according to Carl N. Snyder, chief statistician of the Reserve Bank, will be to separate the reports from the New York, Brooklyn and Newark department stores from those in the rest of the Second Federal Reserve District. This will be done in reporting both departmental and total sales figures.

Hitherto the stores have been reporting their sales and stock figures on the basis of forty-five departmental classifications. Under the new arrangement they will report in greater detail, under seventy-seven classifications; with eight merchandise classifications under the general heading of piece goods; seven under smallwares; fifteen under ready-to-wear accessories; eleven under women's and misses' ready-to-wear; five under men's and boys' wear; fourteen under home furnishings; seven under basement departments, and eight under the heading of miscellaneous.

In addition to this there will be a complete review of collection figures, with reports on outstanding accounts and collections, as compared with the previous year, excluding installment sales.

Heretofore the Federal Reserve Bank has been supplying data on monthly figures. In the future there will be in addition cumulative figures on sales and turnover.

Presentation of statistical data on this basis, it is declared by the committee of the Metropolitan Controllers' Associations which made the arrangements with the Reserve Bank, will give a more accurate index of business trends in the district, and will give this index at a date early enough to be of a great deal more practical value in the direction of merchandising activities.

Members of this committee are A. W. Miles, of Best & Co.; David Freudenthal, of Stern Brothers, and W. Straus, of Gimbel Brothers.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

SALESMEN WANTED FOR WELL-KNOWN CHINA

WANTED: Large manufacturer of a high class and exceptionally salable line of both Ivory and White dinnerware has exceptionally good opening in its sales department for thoroughly experienced, high caliber men to call on the large trade. Only interested in men with good sales record. State experience and territory in which you are best acquainted. Replies will be treated in strict confidence. Address Box 632, care CROCKERY AND GLASS JOURNAL.

SALESMEN WANTED

MANUFACTURER of popular priced semi-porcelain dinner and hotel ware—white and decorated—has openings for salesmen, on a commission basis, in Texas, Oklahoma, Kentucky, Tennessee and Pennsylvania. Replies treated in strict confidence. Address Box No. 633, care of CROCKERY AND GLASS JOURNAL.

OPPORTUNITY FOR EXPERIENCED SALESMAN

GOOD opportunity for experienced glassware and crockery salesman seeking to locate on the Pacific coast. Party with $5,000 to invest can buy half interest in old established manufacturing agency firm representing some of the best factories covering California, Oregon and Washington. Are desirous of opening branch sample rooms. State age, experience and references. Address Box 630, care of CROCKERY AND GLASS JOURNAL.

Buyers in New York

MAY 5, 1927

R. C. Ferber, house furnishings, china, Olds, Wortman & King, Portland, Oregon, 35 W. 32nd St. (B. F. Schlesinger & Co.).

MAY 6, 1927

Miss E. C. Unger, art goods, lamps, shades, Mandel Bros., Chicago, Ill., 13 East 22nd St.

J. Kennedy, house furnishings, Foley Bros. D. G. Co., Houston, Texas, Pennsylvania.

MAY 9, 1927

J. G. Anthony, house furnishings, china, glassware, W. C. Stripling Co., Fort Worth, Texas, 333 Seventh Ave. (J. M. Biggins Co.).

MAY 10, 1927

E. L. Rafferty, J. B. Leland, lamps, Denholm & McKay Co.), Worcester, Mass., 240 Madison Ave. (Syndicate Trading Co.).

MAY 11, 1927

B. G. Twitchell, house furnishings, toys, Hutzler Bros. Co., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

Miss Picard, house furnishings, Gilchrist Co., Boston, Mass., 128 W. 31st St. (American Retailers' Ass'n).

What's New

(*Continued from page* 17)

the factory are creating a very favorable impression. It would almost seem as if there was no limit to the beauty and grace of the items and it is quite an easy matter to understand why Cox & Co. show the enthusiasm they do over the line. Such salable utilitarian articles as covered bon bons, console sets, footed candy jars, sugar and creamers, fan vases and a beautiful clover vase are only a few of the things displayed. Of these, the clover vase so named on account of its shape, is the outstanding number of them all. It would be impossible to improve upon the graceful contour of this item shaped at the top like a three leaf clover. Stately in its appearance yet by the sam offering a delicacy that makes one almost afraid to it, this vase is one of the most beautiful pieces o ware seen in a long time. It is made in either a s straight optic in colors of peach, amber and green crowning achievement the decoration it carries is tory's No. 812 wreath design which adds, if this sible, still further to its beauty. In stemware f same factory the Cox firm have another imposing Equal in every way to the excellence of the iten tioned above it offers a splendid assortment. Am newest pieces is a lovely goblet shown in amber, r green as well as crystal. This is in a straight o carries a light cutting at the top. Adding furthe variety of the line are also a number of very pret binations of colors with gold treatments.

PETER POTTER



Peter Potter Says: Now thet Spring is her make et a point to walk at least two miles i th' open everyday. Don't ride in th' street ca or subway everytime you go anywhere. Avoi sickness by avoidin' crowds.

Krockery Kracks

"When I was a little boy," sweetly piped th boiled sergeant, "I had a set of wooden soldier day I lost those soldiers, and I cried very much, mother said: 'Never mind, Johnny! Some day get your wooden soldier back.' And believe r bunch of wooden-headed dumbells, that day has

olf Association to Begin Activities

(Continued from page 9)

for a prize of twenty-five dollars for the best score for the season, net.

ge L. Lobsitz offers a handsome sterling silver prize ayed for in July at Mountain Ridge Country Club. ture of the contest for the prize will be stated

rs of the Organization elected at the meeting to or a year were Edmondson Warrin, President; M. Miller, Vice-President and L. S. Owen, Secund Treasurer.

Displacement of Glass Labor

(Continued from page 20)

ome factories at times the air is so full of floating om the 'blow-over' that the hair is whitened by passing through the room. It sticks to the perin on the face and arms of the boys and men and s a source of considerable irritation. Getting into s, it becomes especially troublesome.

ther factories visited it was found that when the lew from the gas producers toward the furnace he air of the whole room became filled with gas and almost to the point of suffocation."

heat conditions in the furnace room are set forth ows:

generally accepted figures of the heat within a during the 'fusing' is 2,507 deg. Fahr. between s and 2,390 deg. Fahr. in the metal itself. These atures are reduced when the holes are opened for g to a standard of 1,913 deg. Fahr., although glass only worked at a temperature of a hundred degrees n these figures.

tory No. 2 was examined June 18, at 12.25 p. m. e outside temperature at 90 deg. The temperature t a point two feet from but directly in front of a g hole showed 142 deg., two others taken the same e from but slightly to the side of the holes showed g. and 137 deg. Temperature near cleaning-off 5 deg.; near the mold boy 113 deg.; in front of ry hole,' 116 deg.; at finisher's bench, 104 deg.; snap-up boy stands to rub excess glass off neck of 103 deg.; where carry-in boy picks up ware, 98 n front of leer, where carry-in boy stands to deposit 25 deg.

warmer weather the ill effects of the heat show lves directly in the form of prostration or affecirectly due to the high temperature."

WERS TO KROCKERY KWIZZ ON PAGE 21

-Omar Khayyam in the Rubaiyat.

-Johnson Brothers.

-Semi-porcelain is a term used by dealers ly to mean a high grade earthenware. ot the same as porcelain or china in composition and firing. It is semi-vitreous ware and may be thin or thick.

4—Fire-proof ware is a vitrified product in which food may be both cooked and served. The Hall China Company's products are examples. Common articles of this sort are teapots and casseroles.

5—Queensware is an improved form of cream-colored ware. It takes its name from the fact that Josiah Wedgwood made a dinner service of it for the Queen of England, who was so pleased that she secured for him the title of "Potter to the Queen." After that the term Queensware was adopted.

6—1—According to the purpose for which they are intended—that is, into tableware, fancy pieces, kitchen articles, and toilet ware;

2—According to the body of the ware of which they are made—that is, into china and earthenware;

3—According to the country in which they were manufactured—France, England, Germany, Austria, Japan, and America;

4—According to their style of decoration—conventional, floral, (naturalistic), plain gold encrusted, and lustre;

5—According to price—expensive, medium and inexpensive.

7—Glass is a product which has sand for its principal ingredient just as china has clay for its base. The various materials in glass are combined by a melting process. After this mixture has hardened, it has the form that we know as glass. Usual glass is transparent, though there is some that is opaque.

8—Delft ware is blue and white, and has a high glaze. It may have conventional or floral designs.

9—While dishes are exceedingly beautiful and durable, there is no such thing as perfect china. The Royal Worcester pottery in England once spent $1,500 in an attempt to make a perfect cup which a nobleman wished to present to Queen Victoria. But after almost superhuman care had been exercised the cup was found to have a slight flaw, which prevented it being called perfect china.

10—The production of a good glaze is a thing much to be desired. Satisfactory results depend upon composition, application and vitrification. In transluscent wares great brightness is usually found. This is particularly true of Nippon. It may be true of opaque articles also, but many of them have a soft, dull glaze which cannot be excelled for beauty. Van Briggle pottery is an example.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
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Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
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JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
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OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
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HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
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FRANCIS H. RUHE, *14 West 1[illegible] St.*
Importers of China, Glassware [illegible] Specialties. Telephone Gramercy 2[illegible]

PAUL A. STRAUB & CO., *105-[illegible] Fifth Ave.*
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A. J. Wilkinson's, Ltd., Bourne[illegible] Leigh, R. Sudlow & Sons, Shorter[illegible] Sons, Royal Aller Vale and W[illegible] combe Pottery.

NATHAN STRAUS & SONS, I[illegible] *119 Fifth Ave., at 19th St.*
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Representing: Hutschenreuther S[illegible] Schlegelmilch, Schoenwald, Villeroy[illegible] Boch, etc.

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Myott, Son & Co., Hanley Staffs, E[illegible] land. Royal Bayreuth China, Bava[illegible]
Telephone Gramercy 5150.

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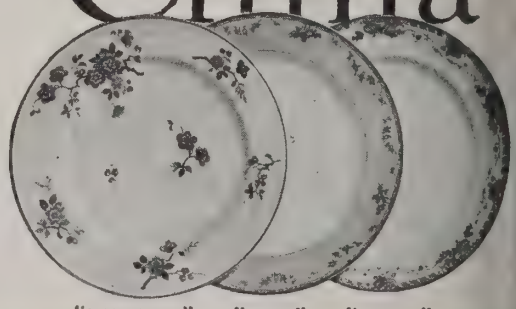
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PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 20

MAY 19, 1927

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IN THIS ISSUE

What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

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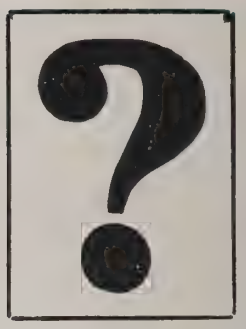
What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

---

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

To have a permanent New York mailing address?

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Vol. 104. No. 20. May 19, 1927.



Decoration Y-31

The Yellowstone Dinner Service

WHILE the demand for sprig treatments in bold designs and striking colors effects has much increased during the past year or two, they have by no means effected the popularity of attractive borders.

When a wide border is applied to the Yellowstone Dinner Service, octagon model, with its background of delicate ivory, the effect is one of peculiar beauty. The pattern illustrated above as Decoration Y-31 is one of a troup of Yellowstone borders quite out of the ordinary in appearance and in sales appeal.

The Homer-Laughlin China Co.

Newell, W. Va. *and* **East Liverpool, O.**

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On this lovely new ivory is found a variety of decorations from the colorful floral patterns to the matchless and exquisite double encrusted burnished gold borders in new motifs.

Another feature this year is our introduction of SERVICE PLATES—superb examples of ceramic art.

Also the usual range of novel and charmingly attractive treatments which have been so characteristic of NORITAKE offerings and with its incomparable standard of quality has firmly established itself today as one of the greatest factors in the entire field of dinnerware.

All in all, a line second to none—of which we are justly proud.

MORIMURA BROS., INC.

53-57 WEST 23rd STREET

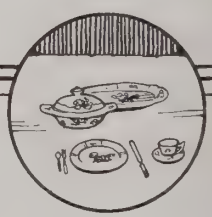
NEW YORK

Gloria Shape



THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

We invite comparison.



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Company
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May 19, 1927 No. 20

AS THE EDITOR SEES IT

Business Growing

The time has come, in the opinion of the Department of National Resources of the Chamber of Commerce of the United States, when ...ness of growing trees should be placed upon the ...sis as any other business activity. To this end, ...nounced, a conference will be held under the ... of the National Chamber, probably in the au... "consider the possibilities, difficulties and accom...ts in growing trees as a private enterprise."

...tunity will be afforded for the discussion of the ... problems from the point of view of those inti... ...nnected with the industry. An effort will be ... lay out a practicable program which will encour... ...levelopment of commercial forestry. The whole ...ill be approached from the business man's view... ...h the object of making forestry a business, giving ...e with agriculture and manufacturing in the ...economy.

...gations by the Natural Resources Department ...ve been in progress for several years warrant ...usion that in this respect American business ... the threshold of a new industry.

The Lengthening Fire Line

Reports from more than five hundred outposts are now being scrutinized by the National Fire Waste Council and the Insurance Department of the Chamber of Commerce of the United States to determine what progress has been made during the past year against the menace of fire in the United States. These outposts are local chambers of commerce enrolled in the 1926 National Fire Waste Contest.

The battle line is constantly widening. In 1924, 295 cities were enrolled; in 1925, 420. There are now upward of five hundred where organized activities to check the advance of fire losses are carried on.

It is expected that the records of accomplishment of the competing organizations in the contest will be better for 1926 than for any previous year. Each year since the beginning of the contest the long line has been slowly advanced. The average per capita fire loss of the competing cities has been considerably less than the national average and the increasing number of cities means wider progress.

The reports of the competing cities will be reviewed by experts and the winners of the contest will be announced at the Spring meeting of the National Fire Waste Council to be held in March.

CAUGHT IN THE NEWS NET

AFTER an eight weeks' trip in Europe that took him to many principal cities in the interests of Stern Bros., George Minard, china and glassware buyer for that store, accompanied by Mrs. Minard, returned to America, Wednesday, aboard the *Homeric*. Mr. Minard was greeted at the pier by several friends in the trade and expressed his pleasure at being home once again.

Gus Algren, china and glassware buyer for Meyer Bros., Paterson, N. J., paid one of his frequent visits to the New York mart this week.

Mr. and Mrs. F. E. Sherman, of the F. E. Sherman Co., Kitchen, Dining Room and Housefurnishings Supplies, Bar Harbor, Me., visited the New Yorl market in quest of new items this week. Mr. and Mrs Sherman and their daughter were en route from Miami, where they also have a business.

Harry Moscovitz killed two birds with one stone when he married the charming Mrs. Harry. In the first place he gained for himself an attractive and capable wife and secondly Mrs. Moscovitz is an experienced bookkeeper and takes care of hubby's books. "Eddie" Hammond dropped into the office the other day to see Harry and found the latter's spouse at work on the books. "Draw yourself a nice big check when you get through," advised Eddie.

Walter Feeny of the Morimura Bros., sales force, has returned from a two weeks' trip to Bermuda where he went to recuperate from a bad cold. He is back on the job as "fit as a fiddle," and looking fine.

Jesse W. Waldorf, china and glassware buyer for Hoschschild, Kohn & Co., Baltimore, O., was a visitor to the New York market this week, as was Mr. Gale who holds a similar position with the Davison, Paxon, Stokes Co., Atlanta, Ga.

Two late arrivals this week in New York were A. A. Breton, housefurnishings, silverware, china and toys buyer for Shartenberg & Robinson, New Haven, Conn. and George H. Wood, china and glassware buyer for R. H. Stearns Co., Boston.

O. C. Graham, New York manager for the Caml Glass Co., departed for the factory on Saturday o week. His plans are such that he will be away for al week.

Paul Joseph, New York representative for the D & Miller Glass Co., will have the sincere sympathy friends in the trade when they learn of the death mother, Mrs. Sophie Joseph, who passed away on day, May 10. She was in her ninety-third year. F services were held last Friday, May 13, at the Wes Chapel.

Eugene Fondeville, head of A. J. Fondeville & C rived yesterday on the *La France* from a five week to Europe where he visited the various factories his company represents. "Gene" declares that he wonderful line of new goods selected the sampl which will arrive in this country shortly.

William Shreiber, Jr., of the Paul A. Straub sales force, took a flying trp to Philadelphia this w the interests of his firm. He left New York Tu and returned the following day.

G. K. Fry, Sales Manager of the Fry Glass Co., ester, Pa., was a visitor in town last week calling factory's New York agent, Frederick Skelton. Fro he left for Boston, where he conferred with their England representative before departing for home.

Calvin B. Roe, Vice President and W. F. Dalzell eral Manager of the Fostoria Glass Co., Mounc W. Va., made a brief visit to the concern's New office last week for a conference with the concern' manager, Charles L. Weddle.

Important Meeting Dates

It has been announced that the annual spring m of the American Refractories Institute will be held Hotel Traymore, Atlantic City, N. J., beginning M 1927.

On Monday morning, July 18, the National A tion of Manufacturers of Pressed and Blown Gla will hold a preliminary meeting at the Marlboroughheim Hotel, Atlantic City. The annual wage conf between members of this association and the wage co

esenting the American Flint Glass Workers' ill start at the Marlborough-Blenheim Hotel on

nnual meeting of the American Association of Lime Glass Manufacturers will be held on Monrnoon, July 18, at the Marlborough-Blenheim tlantic City.

idge, O., has been selected by the American Flint orkers' Union whereat to hold its annual convenly 4 is the date on which it begins.

al Gift and Art Association Planning ll Show at Philadelphia August 22-27

nd more people are becoming interested in rare tiful "objet d'art," either for collections or for ical beautifying of their homes.

National Gift and Art Association, which has foster this growing interest, has made an excollection" of its own. It has assembled, not t of art treasures, but a collection of facts and om representative Gift and Art shops in every e country.

sult is an attractive booklet. Interested members de will find here, for the first time, authentic sad valuable sales suggestions, obtainable only by tudy and analysis of actual sales conditions of of retail shops. Manufacturers, jobbers, dealll other persons connected with the Gift and Art have the booklet for the asking. Address the on—Drexel Building, Philadelphia, Pa.

s are now becoming interested in the plans for Show, which, it is expected, will be even better than the successful Spring Exhibit. A detailed f this Spring Show appeared in the April issues g Gift and Art trade publications. A chart acd the article, showing what per cent of the anwas made *monthly* by leading retail shops.

ssociation urged all dealers to observe the chart to send in their figures for the past year. A g number responded. But we want everybody ate, so that when August 22nd comes 'round we a composite picture of the Nation's Gift and ness. If *you* have not done so already, will you in your figures showing the approximate perf your yearly sales made during each of the past s?

attend the Fall Show to be held from August 22 t 27 at the Hotel Adelphia, Philadelphia. If e time you have picked for your vacation—so better! For "America's Playground," Atlantic e ideal vacation resort—and it is only a few miles Philadelphia.

lroads will offer greatly reduced rates to Atlantic stop-over privileges in Philadelphia during the onths. Could a more attractive stage be set for tion-business trip?

n enjoy the countless pleasures of Atlantic City at the height of its season—visit the Fall Show at the Hotel Adelphia, in Philadelphia—see your friends—make valuable business contacts—all at the same time. All this for less than an ordinary vacation would cost!

Remember the dates—August 22 to August 27th, 1927.

Ceramic and Chemical Industries Collaborating

The history of Chemistry and the Chemical Industries is replete with developments that have moved so swiftly that to the layman they seem to have come from nowhere. In the argot they Have Arrived. This is particularly so in Plastics, Lacquers and the metal sections. One of the outstanding features developed at the last meeting of the Electro-Chemical Society in Philadelphia was a controversy upon the gaseous processes of reduction of metals from their ores in which proponents from two important industries debated with keen interest what may eventually become a systematic procedure in the metallurgical industries. This discussion created wide interest and undoubtedly will lead to many interesting developments at the Eleventh Exposition of Chemical Industries to be held at the Grand Central Palace, New York City, from September 26th to October 1st, 1927.

For the first time Foreign Exhibitors will show the latest developments in foreign chemistry and already such interest is causing American industries to take notice of the competition from overseas.

The Students Course under the direction of Professor W. T. Read, Head of the Chemistry Department at the Technological College, Lubbock, Texas, is already developing more interest than ever before. It is contemplated to gather together all lectures delivered during the students' course and putting them in book form after the exposition to be sold to anyone interested. Such work if carried out will gather as a collection in a book for reference what some of the foremost authorities of the day will have contributed as their bit toward making the most intense and remarkable Students' Course of the Chemical Industries Exposition.

Among other important functions held during the exposition will be the meetings of the American Ceramic Society collaborating with the Students' Course program and the meeting of the American Salesmen's Association of the American Chemical Industry and some dozen or more organizations joining in the Chemical Industries Banquet to be held at the Hotel Roosevelt the evening of September 28th. The committee in charge is arranging details which will be announced later.

One of the principal features of the exposition will be the Container Section which comprises: Filling Machinery, 4; Exhibitors; Tanks, Barrels and Drums, 9; Labeling Machinery, 4; Packing and Weighing Machinery, 5; Wood Tanks and Barrels, 5; Cooperage, 4; Fiber Containers, 1; Metal and Decorated Cans, 2; Miscellaneous, 4.

In addition to this section a great deal of interest is being shown in new developments n Grinding Mills and the new developments all along the line in Chemical Engi-



WHAT THE POTTERIES ARE DOING



Manufacturers Certain Ivory Body Has Come to Stay for Long Time

IT has been definitely determined by generalware pottery manufacturers that ivory body dinnerware has come to stay—at least for a number of years. When this body was first introduced on the open market, many were skeptical of its ultimate success, but the initial offering made by the Sebring Pottery Co., Sebring, O., only served to blaze the trail for other producers. Manufacturers and many distributors held at the time the ivory porcelain body was introduced by the Sebring interest, that the step was very much in advance. It was declared at the time that this new body would require time to be "sold" to the buying public, but this did not appear to be a very severe task, and within a very short time the new ivory porcelain body did go over the top, and in a very big way. As with every success soon came the introduction of other ivory bodies. The producers of these bodies had considerable business on the new line, and then came the nation-wide call for ivory body dinnerware. And today there is an exceptionally heavy call for it, and before the close of the current year the output will be larger than ever. The new ivory body has supplanted the demand for the white body, but still a considerable volume of the latter class of merchandise is being marketed by the manufacturers. Several producers with only one unit plants have entirely discarded the white body and substituted an ivory body with greater success than they had with the white body. Then there are instances where interests operate two or more units, one or more of the latter have been placed in the production of ivory body, and the output of whiteware decreased.

It is now admitted that other kilns will be put on ivory production ere long, and that the close of the year will disclose that just as many ivory body patterns will be on the market as whiteware patterns, and that the volume of the former will be slightly in excess of the latter. Several new ivory body shapes are now contemplated for 1928, but the introduction of these has not been definitely determined, save in one particular instance. And in this case the new body will supplant a white body. There will always be a demand for a white ware body, and those manufacturers who now produce such ware say that they propose to "stick to what they have."

Hall Operating McNicol Kilns

The Hall China Co. is now in charge of the two-kiln plant recently acquired from the D. E. McNicol Pottery Co. and production has been started on a special l soda fountain and soft drink parlor requisites. Th new line for this district, and will be individual wi interest. The No. 1 and No. 2 plants of this co will be continued on its usual lines of hotel and rest goods.

Atlas-Globe Plant Busy

Production schedules at the plant at Cambridge, the Atlas-Globe China Co. shows more activity this than a year ago. This interest is now introducing ivory-body shape which has been named the "Broad the hollowware being modeled on lines different any shape now on the market. It is being introduce a generous line of open stock patterns, the latter been selected with especial reference to the requir of the shape which is one that permits a wide latit decorating.

New E. M. Knowles Lotus Shape Popu

The new "Lotus" shape of the E. M. Knowles Co., Newell, W. Va., gives every promise of dupl the success of the famous "Mayflower" shape of thi pany. The latter is admitted by all retail distribu be a standard. Although the new "Louts" shape wa introduced this year with about 25 new patterns, a ber of new patterns have since been added. Th "Santa Barbara" shape of this house, which wa brought out last January is also meeting with p favor. Although it had been planned to discontinu "Hampton" shape, this was found to be impossib cause of the growing demand for it in open stock pa

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George S. Challis Makes Good

From time to time the success of former East pool pottery workers is broadcast in one line of en or another. The more recent success of a former worker, and who was engaged as a clay shop pre George S. Challis, now located at Muncie, Ind., w just awarded the contract for the erection of a ne atre at Muncie, at a cost of $750,000. Mr. Chall merly was employed by the Knowles, Taylor & K Co., and his wage in those days averaged $2.50 pe His brother, Miller Challis, is now foreman of th shop of the No. 2 plant of the Owen China Co. erva, O.

ht decline in production of dinner ware in this te territory was indicated by some manufacturers its this week. While clay shops and kiln depart- ere placed in this class, decorating shops were practically full time. The demand for better terns is pointed out to be one reason why there a slowing up in clay shop output, for the reason decorating shops cannot take the usual volume ware daily on the high class patterns. Mail or- wever, are in from fair to moderate receipt, and me quarters there appears to have been a slight up in volume business. Department store buyers n taking their usual volume, but these buyers do any inclination to anticipate future requirements avy volume they did a few years ago. The job- rests have been taking usual volume, and at this re is considerable whiteware being shipped to erests. Of late some of the southwestern jobbing have been seeking quick shipment on whiteware he stock to be used for replacement as a result lemand following the receding of the waters in arts of the flooded area.

E. M. Knowles Back at Desk

Knowles, of the E. M. Knowles China Co., who spending a period of time at Battle Creek, Mich., rned to his desk at the Newell, W. Va., plant

ner Laughlin Has New Warehouses

lost warehouses are now being used at the No. 4 the Homer Laughlin China Co. These are larger merly used by the company in this unit. Exca- r the new No. 7 plant for the Laughlin Co. is completion, and within a few weeks foundation ion will begin. This new plant, however, will ady for operation until late this year.

henango Pottery Biggest Spender

ouncing its intention of erecting four tunnel kilns, xclusively announced in this department recently, ango Pottery Co., New Castle, Pa., will this year ore money in factory extensions than any other identified with the vitreous china industry. Last Mayer China Co., Beaver Falls, Pa., put over sive building program, but the improvements at plant will not give the company the output that ossible under the new arrangement at the She- ttery. With general demand for vitrified hotel restaurant ware increasing, the number of em- at the New Castle plant will be materially in- although the company is now employing about le in all departments.

Patrick Nicol Takes Over Plant

c McNicol, formerly the directing head of the Pottery Co., and now associated with the Dresden Pottery Co., here has taken over the plant and equipment of the Ohio Willite Paving and Surfacing Co., of East Liverpool. The business is the only one of its character in this part of Ohio.

UNIFORMITY of COLOR and CHEMICALS---

OUR claim of uniformity of color and chemicals is more than a mere statement. Backed by an organization of nearly 50 years experience, and our own control laboratories, we can justly claim that our coloring materials and chemicals are uniform.

A valuable color harmony chart free for the asking.

R&H
REG. U.S. PAT. OFF.

COLORS and SERVICE

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Ave., New York

Boston, Baltimore, Chicago, Cleveland, Kansas City, New Orleans, Philadelphia, Pittsburgh, San Francisco, Trenton

"America's Leading Ceramic Material House"

Frank Judge, Jr., Addresses Kiwanis

Frank P. Judge, Jr., sales manager for the National China Co., Salineville, O., and Lieutenant Governor of the Eighth Ohio Kiwanis district, addressed a large gathering of Kiwanians at Memorial Hall, Salem, O., upon the work the Kiwanis International is accomplishing among under-privileged children. His subject was divided into four parts, educational work, aid to delinquents brought into Juvenile courts, health camps and health centers.

Hearn's Opens Hereafter at 9:30

Beginning on a recent Monday, James A. Hearn & Son's store opened at 9:30 A. M., instead of 9, in accordance with the recommendation in the "stagger plan," which advises that department stores take this step.

Why Kill the Goose?

"Is your husband trying anything to cure his deafness?"

"No; he has postponed it until the children have finished their piano lessons."



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Flint Glass Industry Putting Stress on Summer Requirements

STRESS is laid at this time in the flint glass industry on merchandise for summer requirements. This has especial reference to merchandise suitable for gifts and also goods that are in steady daily use during the summer season. Not only have department store buyers looked forward to the June wedding season, the graduation period and the summer cottage requirement in ordering glassware, but the gift shop owners have done likewise. In addition to these lines, the department store heads have also anticipated requirements for the glass sections which will be required for home use, such as cold drink sets, flower vases and similar items. Factory orders for these lines have been increasing of late. Because of the advancing season, the housefurnishing section of department stores have also been anticipating liberally on the container line, and while some stocks have been received by the buyers, larger shipments are to follow. In this line is placed the fruit jar container packed in cartons, jellies, with and without caps, quart and pint bottles. Many department stores have been ordering the latter lines in carload lots. The ordinary lines of table glassware have not been in very active request of late, although a normal business for this season of the year is being underwritten. Producers of blown stemware announced this week that an active market prevails for these lines, and this is especially true with reference to the decorated and colored glassware lines. Rather prompt shipments are being made on all flint lines, but still factories are working very much to orders and little ware is being stocked.

Beverage sets which were featured in a large variety during the January market season here are in steady request. The United States Glass Co. is now showing a rather wide variety of these seven-piece sets in both crystal and colored glass, and sample lines have been placed in display in all resident sample rooms. Many premium houses have been featuring beverage sets this season, and wide newspaper publicity has been given these sets by some of the larger distributors.

New Martinsville Has Heaviest Vase Sales

The New Martinsville Glass Mfg. Co., New Martinsville, W. Va., declared this week that the sale of its flower vases this season is the heaviest in the history of the company. This new fan-shape vase line, which is produced in several sizes, and which is featured in both crystal and colored glass is proving one of the most popular lines of this factory. The sizes are six, eight and eleven and in addition to crystal glass four colors are als able. The water chamber in the fan flower vase i enough to accommodate the stems of an ample su flowers without crowding, and as a result of this the flowers are given longer life.

Gable Store to Erect Addition

Salesmen traveling the Pennsylvania territory that the William F. Gable Co. department store toona, Pa., will soon begin the erection of a lare a which when completed will permit the allotment of space for the china and glass department, which se one of the most active in this organization. Co for this improvement are expected to be awarded

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Columbia Glass Doing Good Busines

General business conditions with the Columbia Co., Fairmont, W. Va., are declared to be excep active, and every department of this factory is now ing full time. In fact, officials of the company are opinion that the current year will be the most a the history of the concern.

New Glassware Jobbing Interest Forr

For the purpose of doing a jobbing business ir ware, the J. J. Lips Co., Inc. has been formed a Orleans, La., according to word received here thi S. F. Perrin has been named secretary of the ne pany, with offices at 310 Baronne St., New Orlea capital stock of the company is placed at $10,000.

Murphy Stock Has Quick Sale

A quick sale of the 25,000 shares of no par valu mon stock of the George C. Murphy Co., which op chain of stores, was reported after the new iss placed on the market. Most of a $500,000 pr stock issue recently sold by the company was taker employees. The G. C. Murphy Co. now opera stores in Illinois, Indiana, Ohio, West Virginia, I vania, New Jersey, Kentucky, New York and Conn The company is headed by J. S. Mack as preside the first stores of the corporation were opened in th burgh territory. During the last year the company 25 new stores, and probably 25 additional stores added to the chain this year.

Marbles for Big Stakes

Federal Judge James H. Wilkerson, of the United States District Court assumed the role of umpire in a $10,000 game of marbles, perhaps the largest game ever known in the history of the "marble" world. On the bench of the court was a collection of players' eyes, agates, glassies, bowlers, sugar-tops and tee-wees that would cause envy on the part of any youth. The game was one "for keeps." The Master Agate Co., of Akron, O., manufacturers of marbles to his majesty, the American boy, charged the Peltier Glass Co., of Ottawa with infringement of one of the patent rights of the former company. In the court was a crowd of "experts" or "gang" awaiting their turn to testify concerning the merits of the various marbles. Those in the "gang" were showing gray hairs, but there was still enough youth within the system of each which caused them to relate they knew the fine points of the game. While the case was "on" the court picked up this and that marble, and "shot" a few—just like a boy. The court intimated men never grew too old to judge the merits of the "glassies" and that no jury was necessary. Decision at the time was reserved.

C. W. Whitner Honored

During the 50th anniversary sale at the C. K. Whitner department store, Reading, Pa., a bronze tablet was unveiled in honor of C. W. Whitner, founder of the business. Mr. Whitner, aged four years, and the great grandson of the founder, unveiled the tablet.

McGibbons Takes Over American

The McGibbons-Deming Department store, Charleston, W. Va., which was recently acquired by the American Department Stores Corp., will formally assume the management of the store under the latter name, June 1st. All department buyers of the old firm are being retained by the new interest.

Urge Acceptance of McClure Terms

The creditors' committee of the McClure Co., Inc., At-lanta, Ga., has recommended the acceptance of an offer of settlement of 50 per cent on claims, payable 25 per cent cash and 25 per cent payable in 8 per cent notes of four months' duration and 9 per cent notes in 12-months notes, the obligation to be secured by a transfer of certain real estate now held in the name of the McClure Realty Co. For many years the McClure company was active in the distribution of both glassware and semi-vitreous dinnerware. S. B. McClure having been a frequent visitor to this and the East Liverpool markets.

(*Continued on page 31*)

Westmoreland Glass Co.

Grapeville Pa.

Manufacturers of

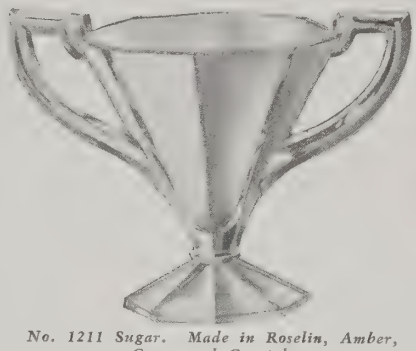
High Grade Glassware

Plain, Cut and Decorated

For Gift Shops

Florists

and Table Use



No. 1211 Sugar. Made in Roselin, Amber, Green and Crystal.

The Line of Original Ideas



No. 1211 Creamer. Made in Roselin, Amber, Green and Crystal.

REPRESENTATIVES

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
1 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO
R. A. Keel
1439 Greenview Avenue
CHICAGO, ILL.

PHILADELPHIA
Fred Stott,
1007 Filbert Street

BALTIMORE, MD.
John A. Dobson & Co.,
110 Hopkins Place

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg

THE DUNCAN & MILLER GLASS Co.
WASHINGTON, PA.

Particularly Charming

Is this bowl with low candlesticks to match—the newest addition to our No. 101 line of stemware and other tableware items.

The series of rings—a feature of the shape—adds a note of individuality.

Made in crystal, amber, green or rose.

REPRESENTATIVES

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
157 Summer St.

Chicago
F. T. Renshaw,
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.



Advertising Value of Radio Shopping News Proved by 16 Months Test in Los Angeles

May Company, Broadway Department Store and Others Find That Customers Are Still Interested in Air Talks About Products—Big Demand for Goods Advertised Exclusively by Broadcasts. Orders Received from Distant Points Indicate Very Clearly the Value of Publicity of This Kind.

IS radio broadcasting a valuable adjunct to retail advertising?

Can stores use it to advantage in increasing their sales?

Will customers "listen in" to broadcasts of a strictly advertising nature or will they, as is frequently argued, disregard them entirely?

These are questions which can now be answered authoritatively, not theoretically, through the experience of Mrs. Carrie Preston Rittmeister, originator of the "Radio Shopping News," a venture launched in Los Angeles during the early part of last year.

This *Radio Shopping News* has grown materially during its first year and has opened up new avenues of endeavor. So many demands are made on Mrs. Rittmeister's time by telephone and mail that, for the most part, the microphone has been placed before her daughter while "C. P. R.," as she is familiarly known, calls on prospects, closes contracts and writes sales talks for her advertisers.

Have results justified these advertisers? Are they getting their money's worth for the few words Mrs. Rittmeister speaks to her daily audience?

Several facts bear witness to the success of the plan. *Radio Shopping News* celebrated its first birthday on January 1 and still numbers among its clients several of the large and better known firms who placed advertising with it in the beginning, which is a strong testimonial in itself.

Among the firms who carried their radio advertising over into the second year are the May Company, Broadway Department Store, Listenwalter & Gough and the Los Angeles Soap Company, all situated in Los Angeles.

Some business houses have dropped the daily broadcast for a month or longer only to come back to it again, just as they vary their other mediums of advertising. When customers are lost it is not due to lack of results, but rather to retrenchment and general cuts in expenses.

Another proof of the value of the radio plan is to be found in the accurate check made by retail departments of articles so featured. Another is through the actual sales made over the air, the money being sent direct to Mrs. Rittmeister or to the business house by mail.

The plan has caught the interest of Chambers of Commerce, store managers and broadcast station heads all over the United States. As a result of an article on the *Radio Shopping News* which appeared in the *Retail Ledger* in May, 1926, Mrs. Rittmeister's desk has been flooded with requests for details of her plan and the May Comp Los Angeles received letters of inquiry from many in other cities.

Getting down to individual cases, there is the fi Listenwalter & Gough, who use the shopping news t centrate on the electric refrigerator they handle. last summer they used the radio as their only medi advertising this and they admit that they were "asto by results."

Checked Different Departments

The Broadway Department Store, during the fi days of July, made an accurate check in ten differe partments. Coming at a dull time, most of the t partments showed a good percentage of gain, bette as the result of a similar amount of money expen newspaper advertising. Household linen went esp strong, although the saving on a sheet was very This special was put on merely as a test.

In the sporting goods department a special can was featured at a reduced price to radio shopper The beds were kept out of sight below counters, shoppers had to ask for the radio special. In this r the test was accurate and the results justitfied furth of this advertising medium.

The Los Angeles Soap Company checked through a group of stores supplied by them, anno every day for four weeks that one could get an bar with every 25 cents' worth purchased at the named. Sales grew steadily. One store sold fifteen the first two weeks, as against five gross sold in th vious three months.

The Los Angeles Ice and Cold Storage Compa also back on the air, having been one of the original News family. During the recent rainstorm, due condition of the water and to Mrs. Rittmeister' recommendation of the water furnished by the ic pany, the force of girls taking orders was increase three to fifteen.

In December the Angelus Building and Loan A tion became a part of the morning shopping news company offers 7 per cent securities. They br facts that many of the listening public would n time to read. Women, especially, learn of the sa California building loans, of State supervision, of inations much as banks have, and many facts in no doubt, they would show little interest if they w told about them in a simple manner. This company

old budget book free to those who write in and . About 4,000 books have been mailed out in hs.

Bathing Suits and Shampoos

July a publicity campaign was conducted by the sy Company, in which Mrs. Rittmeister fea- s Angeles-made merchandise, including bathing e company offered a bathing suit for the best "Why We Should Patronize Home Industry." helson, president of the firm, says that results e effectiveness of the idea. Early in the contest 1,000 letters were received from points reach- the Mexican to the Oregon border and more than were given away through various retail stores from the company.

here is the case of Georgia O. George, Los An- ufacturer of a scalp and hair shampoo, and a ser that is advertised to "pull lines out of the he *Radio Shopping News* undertook the actual ese articles as an experiment. Orders were to ith money order direct to Mrs. Rittmeister or rge and phone orders were to be filled by city For a week thereafter mail orders arrived from outhern California, numerous points in Arizona, and from El Paso, Lincoln and Denver. As a he popular demand, created for these beauty aids . Robinson Company, one of the largest stores ngeles, is featuring the George products.

ittmeister has been in radio from the beginning. e was repeatedly announced from KHJ over a two years when radio was new. She had charge when that station came on the air. Many of nce remember the old associations and know word is sufficient.

nes of late, to vary the daily broadcast, Mrs. er and her daughter put on a little shopping skit, their advertisers. For the most part, however, is strictly business.

a sample sales talk broadcast recently in both ing and afternoon periods. This talk is pub- answer to numerous requests that came to Mrs. r from all parts of the United States following *Shopping News* article that appeared in the *Ledger* of last May:

ite sure that many of you know more about the alk of than I do, yet I am constantly picking up t everyday things that are new to me, and I passing these facts on for the benefit of you not know them.

ther day I learned from one of the most suc- ange growers in Southern California that when a orange tree blooms late in the season, it de- ruit which ripens after the picking for market. fruit often remains on the tree past its ripening l then turns green. One who doesn't know about ow this fruit out, thinking it unripe when in reality it is the sweetest orange that California produces. But there are so few on a tree they never reach the market.

"Then I learned something about canned fruits from A. C. Braden, of Pasadena—something that I had sensed vaguely, but not accurately. Mr. Braden explained to me about the five different grades of canned fruits. First, fancy; second, choice; third, standard; fourth, seconds, and the fifth grade is that for bakery use in making of pies.

"All of the fruits canned by A. C. Braden are of the very first grade, fancy. You may have noticed in your marketing that a certain can of peaches costs 35 cents. Then you see a larger can with a much more attractive picture, selling for 25 cents and you buy that can, and then have to throw most of it away or add a large amount of sugar because it is tasteless and lacking in flavor.

"Then here is another fact—some of the canned fruits on sale here have been shipped to Chicago, or maybe to New York; there they are canned and then shipped back to California. You have to pay for the loss of goods in shipping East, and the freight both ways.

"A. C. Braden purchases his choice fruits here; he cans them here, and then sells direct to the housewife. So you see there must be a large saving. Comparing his prices with the prices of the standards and seconds which you have been purchasing in the grocery stores, you may think you are not effecting a saving. But compare the size of the fruits, the flavor of the sirup and of the preserves, and you will never again be satisfied with anything but the very best.

"I was shown through Mr. Braden's factory just before lunchtime. I don't usually eat any lunch because I am never hungry, but, believe me, by the time I had looked at the glass jars of fruits, preserves and pickles, I had an appetite that I hadn't known since my last hike through four feet of snow at Alpine, on the Rim of the World.

"He has wonderful sweet pickles—sweet pickled grapefruit, sweet pickled watermelon, and sweet pickled pears, figs, apricots—and one most attractive can was called 'Medley'—just what its name implies, a combination of many pickles in one jar. After lunch Mr. Braden let me taste some of the fruit, and never in my life have I found the flavor in fruit and sirup that these products contained.

"Now so that you may become acquainted with these fruits and pickles, I persuaded Mr. Braden to make up a special sampler—a radio package, which I can offer to you to be delivered at your door or to any friend as a gift. Here is a list of the contents of this package:

"One No. 2½ tin clingstone peaces, one No. 2½ tin Bartlett pears; one No. 2 tin peeled apricots, one No. 2 tin sliced pineapple, one fourteen-ounce tin strawberry preserves; fourteen-ounce tin raspberry preserves, one twenty-ounce jar pickled grapefruit, one twenty-ounce jar sweet pickled medley, one twenty-ounce jar sweet pickled watermelon, one twenty-ounce jar sweet pickled pears.

"This will be sent to you for $5—quite a bit below the total of its cost were you to purchase each article separately."

What's New in New York Showroom

Morimura's Ivory Body a Notable Surprise

THE announcement by Morimura Bros. of the arrival of their new import line is always an event that is anticipated by the trade with the greatest interest. It is safe to predict, however, that their 1928



Illustrating one of the new Service Plates

line of Noritake dinnerware just placed on view at the concern's salesrooms, 53-57 West 23rd St., will surpass expectations in every respect. The pre-eminent achievement is the introduction of a beautiful, genuine ivory body (not a glaze). This has been perfected after long experimentation and judging from the expressions heard from those who have seen it thus far, the line has made a wonderfully favorable impression. It is interesting to note that this is the first all ivory body made in Japan, which is just another illustration of how enterprising this concern is, in their endeavor to always provide the trade with the best to be had in salable merchandise. In mentioning the ivory body, we must not forget a new flat shaped plate with a narrow flange, which the concern have introduced with the line. This is very charming and is another reason why dealers who have not yet seen the display should be eager to do so at the earliest opportunity. Not satisfied alone with producing the new ivory body, the concern have also put out a line of service plates—the first produced by this firm. As for decorations—they have originated an assemblage of decorative creations that alone would make the line notable. In these unusual treatments, enamels in rich colors, find many new ways of expressing individuality of design, as do rich gold encrustations, as well—not after the conventional manner but in truly refreshing motifs. The decalcomania patterns too express a degree of freshness that is genuinely delightful. Brilliant color effects in the popular floral spray and decorations attract instant notice for their ori The range and beauty of the decorative schemes in plates is quite remarkable. Lovely Mandarin yellow nese blues, powder blues, greens and other solid co cleverly combined with gold encrustations and e Some handpainted floral motifs are also deserving cial comment. To return to the dinnerware line, enthusiasm about the new ivory body we forgot to the line in the white body which is also shown in fusion of fascinating decorations. Many of th shown with ivory borders.

More Reasons Why Beverage Sets Sales

THERE is no mystery in the growing year 'ro of beverage sets in the home. Wise ones cli tongues and, with a knowing smile, say, "Ah, ye there is really a bigger reason and one that the States Glass Co. is taking advantage of, to the p itself and its dealers, right now. That reason is the ing popularity and widespread use of iceless refrig The lowly cake of ice is becoming almost a piec sistance, both in homes where the ice-man makes h rounds and those where the little tray of spark



cubes makes its welcome appearance at meal times between. The latest is colored cubes, flavored wit

other palatable syrups. It is no wonder that ice-eration has made ice and iced drinks popular table use—not ordinary iced-water, but flavored at are building a big demand for the United ss Co.'s new and patented combination iced tea r set No. 6450, pictured opposite, as well as for d handy table-size ice-tubs. How handy it is to g with a seed-catching reamer that fits into the ever gets lost. Because U. S. G. Co. Ice-tubs as great favor as the combination iced tea and s, it has become almost a slogan with the U. S. to "Sell an Ice-tub with every Beverage Set." of beverage sets which the U. S. Glass Co. is e trade this year is unsurpassed in variety and binations—a revelation in artistry and good of which emphasizes the fact that dealers who ted the suggestions of the United States Glass learned that it is not necessary to wait for the July days to sell beverage sets. A complete t of sets made by the concern are now on view alesrooms, 1107 Broadway, as well as at the srooms of the company.

ble Water Sets Featured by Taiyo Trading Co.

RE such an excellent and diversified line of panese importations may be seen such as the ding Co., 101 Fifth Ave., are offering it is a o select any special number or item for comment.



In viewing the display one is impressed by the fact that this firm seems to have consistently adhered to a policy of showing merchandise which is most seasonable and salable. A good illustration of ent is their showing of water sets. For a line dd a stimulus to the retail store's summer busi-sets would be indeed hard to beat so attractively riced and so varied are their decorative ideas s. It is really necessary to lay special stress r decorations for they are most unusual and lly pretty. A variety of seven different treat-been used, of which flowers, birds and land-some of the ideas employed and outstanding m is one which, because of the odd and original been handled, deserves more than passing notice. n is perhaps best described as futuristic. A mbination with a most fanciful flower group ntroduced on this in brilliant colors of red, yel-, green and white against a gray crackle ware background. The pitcher and tumblers also carry a fancy red border outlined in black at the top while a solid red band at the bottom completes this idea. Another set is shown in tan lustre. Against this background a bird and daisy motif in splendid rich colors of white, black, blue, red and yellow stands out boldly. A blue band at the top finishes the decoration perfectly.

French Dinnerware at Borgfeldt's

Some new patterns, well worth special consideration have been noted in the line of French dinnerware from A. Lanternier & Co., Limoges, France, represented in this country by the importing house of Geo. Borgfeldt & Co., 111 East 16th St. This splendid assortment of decorative creations on the fascinating Fontainebleau and Pagoda shapes comprises twenty-five dinnerware treatments and twenty new decorations in service plates. The entire line is for import with the exception of two of the dinnerware patterns which will be carried in open stock. One of these in the Fontainebleau shape features a splendid ivory border background. Over this is applied a lovely maroon half inch fancy band in which a dainty medallion is pleasingly used. Full gold handles and knob add further to its emphatic appeal. The second treatment on the Pagoda shape is even prettier. This also carries an ivory border as a background over which is a splendid flower spray and lattice idea. A delightful combination of many colors enter into this treatment, while a gold edge line and full gold knob and handles give it added charm.

Koscherak Bros. Display Excellent Earthenware Fancy Line

The importing house of Koscherak Bros., 129 Fifth Ave., offer a very interesting display for the buyer's approval of fancy items in cream colored earthenware. The line which features eight highly colored hand painted decors of the Peasant style is really exceptional, and, being as it is, one of their very latest offerings, makes a splendid addition to the already comprehensive and beautiful display. Included in the exhibit are tea sets, cake sets in several sizes, a most out of the ordinary line of tea tiles, salad sets consisting of some lovely footed salad bowls and six plates to match and many other pieces too numerous to mention. The decorative ideas are mainly of the flower type and their range of colors are such that it almost seems as if no tint had been overlooked. Lovely purples, yellows, reds, browns and green have been handled in a most artistic manner and the results obtained, are, to say the least most unique. The Koscherak firm report that their decorations in the purple coloring have especially received a splendid reception. This line is to be considerably broadened and to it will soon be added other numbers such as covered jugs, waffle sets, etc. Their pricing is exceedingly attractive and it is interesting to note that the line is offered either from stock or import.

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Glassware Continues in Good Demand in Windy City Mart

MANUFACTURERS' agents in the Chicago market reported continuation of a good demand for glassware. Glass salad sets and service plates in delicate colors continue to hold a place of popularity with the public. No particular change has been reported in the dinnerware market, sales continuing about normal for this season of the year.

George Little, New York manufacturers' agent, spent some time in Chicago last week.

Clyde Reasner, of Kelly & Reasner, and W. C. Owen, of W. C. Owen, Inc., were ardent Derby rooters at the running of Kentucky's great turf Classic last Saturday.

Sears, Roebuck & Co. mail order house, has purchased a site fronting 200 feet on Western Ave., and extending through to Oakley Ave., on Sixty-second St., upon which is planned the erection of a three-story and baseme ing, for use as a retail store.

The Fair Store is displaying impressive selectio annual May sale of china and glassware, includi piece imported china tea set in two-tone effect $3.29, also an eight-piece beverage set for $1.00 ing of six glasses and a tall covered jug in iridesce An exceptionally beautiful service was a 12-piec set with an ivory colored border, and decorated i encrusted band of pure coin gold, to sell for $169

Walter Minnemeyer, 17 North Wabash Ave senting the Hocking Glass Co., is showing a new glass display jar, oval in shape and flattened on the cover being protected by a rubber buffer gas other item, appropriate for special sales, is a n crystal cereal set consisting of a large bowl, six n one pint creamer, and a double handled sugar bo from the same factory Mr. Minnemeyer is showi narrow optic smooth bottom blown tumbler line items in straight and bell shapes, ranging from and one-half whiskey to a fourteen ounce ice t Standard Glass Manufacturing Co., a unit of the Glass Co., is offering the same line in two cuttin ver band and 13 puntied grape.

A persistent rumor among the local trade ha "Lew" Simpson, fisherman de luxe, is in receipt cial fishing license which, it is said, will enable hi late the universal experience of losing the "b without the customary qualms of conscience, d annual sojourn at Walter Minnemeyer's place gian Bay.

Earl Newton, of Earl W. Newton and Asso North Wabash Ave., was another member of trade in Louisville last Saturday for the Kentuck

Plans for Chicago Gift Show Rapidly N Completion

That the Sixth Annual Chicago Gift Show, to b the Hotel Stevens, August 1 to 6, will far sur year's event is evidenced by the activities now un

The different committees in charge of the S working smoothly, and both exhibitors and bu assured that on the opening day everything w order.

While the Show time is not until the first August, the exhibitors, as per list attached, ha

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OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

space as of April 30, and are making arrangements eir displays:—

r information regarding any phase of this great handising event, write to Gifts, Art Wares & Novel- Association, Monadnock Block, Chicago.

tial list of exhibitors in the Sixth Annual Chicago Show at Hotel Stevens, August 1 to 6:

ler Favor & Novelty Co., 2214 Dolman St., St. , Mo.; Adler Jones Co., 651 So. Wells St., Chi- Ill.; American Plywood Co., New London, Wis.; Leather Products Co., West Bend, Wis.; Art In- es, Inc., 225 Fifth Ave., New York, N. Y.; Art Studios, 17 No. State St., Chicago, Ill.

& J. Bass, Inc., 5 So. Wabash Ave., Chicago, Ill.; S. Beach, El Paso, Texas; Julius Beckhard Co., 5 Madison Ave., New York City; Bee Bee Studios, York Road, Philadelphia, Pa.; Benco Trading Co., Fourth Ave., New York City; Louis Bierfeld Co., So. Halsted St., Chicago, Ill.; Bilt Rite Mfg. Co., o. Wood St., Chicago, Ill.; Boag Ribboncraft Co., Wabash Ave., Chicago, Ill.; Borin Manufacturing 325 So. Cicero Ave., Chicago, Ill.; Jos. Borovitz, ifth Ave., New York, N. Y.; Bosca-Nelson-Pryor Vebb City, Mo.; Butler Brothers, 426 W. Randolph hicago, Ill.; Butterfly Box Co., 70 Franklin St., n, Mass.; Buzza Co., Minneapolis, Minn.

. W. Capen Co., 131 Kingston St., Boston, Mass.; n, Pirie Scott & Co., 366 W. Adams St., Chicago, Harold Chesson & Son, West Brookfield, Mass.; o Gift Market, 58 E. Washington St., Chicago, hicago Importers, 17 No. Wabash Ave., Chicago, hino & Co., 59 E. Adams St., Chicago, Ill.; Con- ed Lamp & Glass Co., Coraopolis, Pa.; C. M. Coo- th Co., Inc., 910 W. Jackson Blvd., Chicago, Ill.; Coover Co., 1536 N. St., Lincoln, Nebr.; Deco- Linen Co., 15 E. 26th St., New York, N. Y.; Co- Candle Co., Hyannis, Mass.; Cowan Pottery Studio, River, Ohio.

DeVilbiss Co., Toledo, Ohio; The Dirigold Co., 70 E. Jackson Blvd., Chicago, Ill.; H. Doty Co., 21 Division St., Newark, N. J.

East India Art Co., 916 W. 7th St., Los Angeles, Cal.

Ficks & Co., 3313-15 Indiana Ave., Chicago, Ill.; Marshall Field & Co., 219 W. Adams St., Chicago, Ill.; Floralo Incense Co., 1212 Regent St., Madison, Wis.; Francois, Importer, 1018 West St., Wilmington, Del.

G. U. Gairing, 4935 Broadway, Chicago, Ill.; The Gift House, Inc., 14 W. 23rd St., New York, N. Y.; Gift Shop Necessities Co., 3309 Troost Ave., Kansas City, Mo.; Gifts Co., 8 W. 19th St., New York, N. Y.; Green Mountain Card Co., White River Junction, Vt.; Guerin Studios, Whitehall, Mich.

Hansen Trading Co., 366 Fifth Ave., New York, N. Y.; Helburn Bros., 501 Commerce Guardian Bldg., Toledo, Ohio; Helm & Soukup, Inc, 17 N. Wabash Ave., Chicago, Ill.; M. Elizabeth Henson, 230 E. Ohio St., Chicago, Ill.; J. A. Hettler Co., 4814 Ave. L, Brooklyn, N. Y.; Hill Top Studios, 717 Woodland Ave., Duluth, Minn.; Hoctor Studios, 1400-04 Wilson Ave., Chicago, Ill.

Industrial Trading Corp., 1018 So. Wabash Ave., Chicago, Ill.; International Souvenir Import Co., 151-63 W. 26th St., New York, N. Y.; Italian Art Importing Co., Rochester, N. Y.

Hiram A. Jacobs, 322 Hennepin Ave., Minneapolis, Minn.; Jewel Flower Co., 814 Lakeside Pl., Chicago, Ill.; Ira A. Jones Co., 9 No. Wabash Ave., Chicago, Ill.; H. L. Judd Co., Inc., 322 N. Washington St., Chicago, Ill.

Kozy Kandle Kraft Studio, Omaha, Nebr.

L. V. L. Candlestick Co., 3002 Thirteenth Ave., So. Minneapolis, Minn.; Laird & Lee, 2001 Calumet Ave., Chicago, Ill.; Mrs. E. D. Leavitt, Manufacturers Sales Service, 17 No. Wabash Ave., Chicago, Ill.; Lewis & Neblett Co., 117 E. 5th St., Cincinnati, Ohio; Liberty Art Craft Studio, 4903 Cottage Grove Ave., Chicago; Little Jones Co., 15 W. 24th St., New York, N. Y.; Loomis Brown Art Co., Remsen, N. Y.; Loreen Co., 518 Lee St., Evanston, Ill.; Ludlow & Minor, Inc., 240 W. 23rd St., New York, N. Y.



The Crooksville China Co.'s display at the salesrooms of John L. Pasmantier & Sons, 5 West 20th St., New Yor is perhaps the most elaborate showroom maintained by a manufacturers' agent for the exclusive display of one lin

H. Mallouk & Co., 212 5th Ave., New York, N. Y.; Manhattan Novelty & Gift Co., 51 E. 42nd St., New York, N. Y.; Marilyn Studios, 906 W. Jackson Blvd., Chicago, Ill.; Mathilde, 3542 Main St., Kansas City, Mo.; A. C. McClurg & Co., 33 E. Ontario St., Chicago, Ill.; Carolyn McCracken, 3712 Pine Grove Ave., Chicago, Ill.; E. M. Meder, 17 No. Wabash Ave., Chicago, Ill.; Merwin-Wilson Co., New Milford, Conn.; Metalcrafts Corp., 1243 Mautene Court, Chicago, Ill.; Morris, Mann & Reilly, 320-22 W. Adams St., Chicago, Ill.; Mueller Bros. Art & Mfg. Co., 2641 W. Polk St., Chicago, Ill.; E. A. Muth & Son., 551 Michigan Ave., Buffalo, N. Y.

Nara Trading Co., 45-47 E. 20th St., New York, N. Y.; National Art Supply Co., 752 Vandalia St., St. Paul, Minn.; Newcomb Macklin & Co., N. State & Kinzie Sts., Chicago, Ill.; Earl W. Newton & Associates, 9. No. Wabash Ave., Chicago, Ill.; Wm. R. Noe & Sons, 43 E. 10th St., New York, N. Y.; Norris Alister Ball Bridges Co., 58 E. Washington St., Chicago, Ill.; North Side Statuary Co., 1316 Clybourn Ave., Chicago, Ill.; Norwood Co. 3640 Peter Ave., Cincinnati, Ohio.

W. C. Owen, Inc., 17 No. Wabash Ave., Chicago, Ill.

Pacific Dry Goods Co., 430-40 Grant Ave., San Fa cisco, Cal.; Persian Mercantile Co., 545 Sutter St., Francisco, Cal.; A. L. Pfersich, 4318 No. 16th St., Ph delphia, Pa.; Phoenix Co., 1120-28 Blackhawk St., cago, Ill.; Pickard, Inc., 4853 Ravenswood Ave., Chi Ill.; Pyraglass Products, Inc., 309 Broadway, Newb N. Y.

A. L. Randall Co., 729-35 So. Wabash Ave., Chi Ill.; Random Lake Mfg. Co., Random Lake, Wis.; per J. Ransburg Co., 1020 Drover St., Indianapolis, Rapaport Bros., 701 W. Ohio St., Chicago, Ill.; Rea Flower Co., 122 So. Vermont Ave., Los Angeles, Regal Art Co., 3733 Belmont Ave., Chicago, Ill. Reichert & Co., 15 W. 37th St., New York, N. Y. & A. Richards, 220 Devonshire St., Boston, Mass.; W. H. Rochester, Box 136-Enid, Okla.; Percy M. 666 Lake Shore Drive, Chicago, Ill.; Rothschild 12 No. Michigan Ave., Chicago, Ill.; Rubalta St 800 No. Clark St., Chicago, Ill.; Russian Antique 1 E. 28th St., New York, N. Y.; Rust Craft Publi

(Continued on page 31)

uzzle and Ponder Over the Krockery Kwizz

PUT on the old thinking cap and puzzle awhile over the following ten krockery kwestions which are all pertinent to the china and glass trade. You'll find some of them fairly easy while others call for a deal of thought. After you finished in addition to having a lot of fun you will have increased your knowledge of the crockery and glass game.

Here's the Kwizz for this week. Answers may be found on page 31.



1—Who was leading the membership campaign of the Pottery Glass and Brass Salesmen's Association for the President Rosenfeld prize at the last tally?

2—How is optic glass produced?

3—What is the most famous article of ancient glassware?

4—What is the legend of the origin of glassmaking among the Phonecians?

5—What well-known china company produces the Chantilly Pattern?

6—In what state are ceramic interests seeking $100,000 for the creation of an endowment fund for research work?

7—What ancient countries were important in the history of glassmaking?

8—How are the articles in a glassware department usually classified?

9—What is clay and how is it formed?

10—What have the English accomplished in glassmaking?

(Answers To These Questions On Page 26)

Trade Still Reported Fair

TRADE and crop reports still present a spotted appearance, for which variations of temperature, excessive rains in some areas, floods in the central valleys and changes in channels of distribution are variously credited, says *Bradstreet's* report. Industry, likewise, shows numerous irregularities, credited partly to seasonal reactions from earlier activities and partly to a desire to weigh up prospects for the further future. Taken as a whole, the weight of evidence is that changes have been on the quiet side, this to a certain extent obscured by April returns, which, including a larger share than a year ago of Easter business, makes closer analysis of four months' returns advisable before full determination of increase or decrease is possible.

While prospects of fall-seeded crops, and especially winter wheat, are for yields little below a year ago, the wetness of the soil in wide areas of the surplus grain-producing areas has unquestionably made plowing and seeding of spring-planted crops later than usual. Over against this fact is, of course, to be set the fact that a copious amount of moisture in the soil, of and by itself, is generally indicative of quick growth once planting is finished.

As regards distributive trade, it may be said that necessity buying is still stressed in wholesale circles, with little gain indicated over a year ago in most lines. In retail trade, chain and department store and mail-order buying present irregular features, some of these due to the fact that comparisons with a year ago are irregular, Easter buying coming a year ago largely in March, whereas this year it came in April. Chain-store sales, it may be noted, dwarf the other lines in proportions of increase, a feature present for some years past, mail-order buying rather suffering by comparison with the former and with department store sales. Ordinary retail distribution, as indicated by non-statistical reports, seems to be keyed on a lower plane than are the others, as detailed reports elsewhere indicate.

Industrial returns show marked variations also, a lessened volume of operation in iron and steel as compared with awhile ago, for instance, being in sharp contrast with reports of exceptional activity in cotton-goods manufacturing. In the automobile trade the weight of evidence is still that operations are greatly larger with some factories, while considerably less with others as compared with a year ago. In building, the April returns point to a further reduction in expenditure permitted for as compared with 1926. In automobile accessories, tires, etc., reports are very cheerful, whereas the furniture, leather, shoe and woolen goods industries note less pronounced gains as compared with a year ago. Car loadings partake of the prevailing irregularity, the latest week's returns showing most of the gains over a year ago to be in ore shipments, which, perhaps, reflect an earlier date of lake navigation opening. Effects of the breaking of all records of petroleum production were seen this week in meetings of large producers, who invoked Government aid in averting dangerous overproduction.

Detroit reports 225,358 workers employed this a decrease of 794 from last week and of 20,112 fro like week a year ago.

What Machines Have Done for the Gla Industry

This is the story of the machine and what it has to the glass industry of the United States in 25 ye

It has eliminated child labor—the spectacle of sands of boys, 9 to 11 years old, struggling throughou day in a heat of 110-140 degrees with the air thick flying feathers of glass.

It allows an output up to 40 times as much per man the old hand-working days of 1899.

It has eliminated hundreds of thousands of pote jobs, but has more than doubled the wages of the still employed—an average wage of $512.78 a ye 1899 compared with one of $1,250.32 in 1925.

It has replaced the 355 comparatively small and tered plants of 1899 with 310 giant establishments, than 200 of them being valued at $1,000,000 or apiece, with an average output from four to six t that of the plant of 1899.

It has enabled 69,000 wage earners to put out proc valued in 1925 at $295,959,000, against an output of $56,540,000 by the 52,000 workers of 1899.

This is an increase in output value from an averag $1,066 a year per man to $4,300 per man. At the rate it would have taken 277,000 workers in 1925 t the work actually done by 69,000.

In 1899, however, the worker got as wages app mately half the value of the finished product. In 192 got considerably less than a third, the employer and public, through the lower price of glassware, splitting rest of the profit.

The facts are disclosed in a study summarized by United States department of labor today.

An Owens automatic machine can produce 41 tim many bottles as a hand shop employing seven men study showed. Machine cost was 2.7 cents for eac of hand cost.

A machine can make common table tumblers 12 ti as fast as nine men.

The machine cost is 6.7 cents per $1 of hand cost

A machine makes electric light bulbs 31 times as a as a crew of three men, at a cost of 3.39 cents per $1 of hand cost.

A machine can make glass tubing seven times as fa a crew of eight men by the hand method, at a cost of 4 cents for each dollar of hand cost.

Only in the plate glass industry, where the mac are just commencing to dominate, is hand labor ke near them. Machines can only make plate glass one a half times as fast by hand, at a saving of only abo per cent.

Most credit for the change is given to M. J. Owens

(*Continued on page 31*)

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PATTERN
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Our well known "IMPERIAL" Shape has never shown to better advantage than when combined with our new creation the "APOLLO" Pattern.
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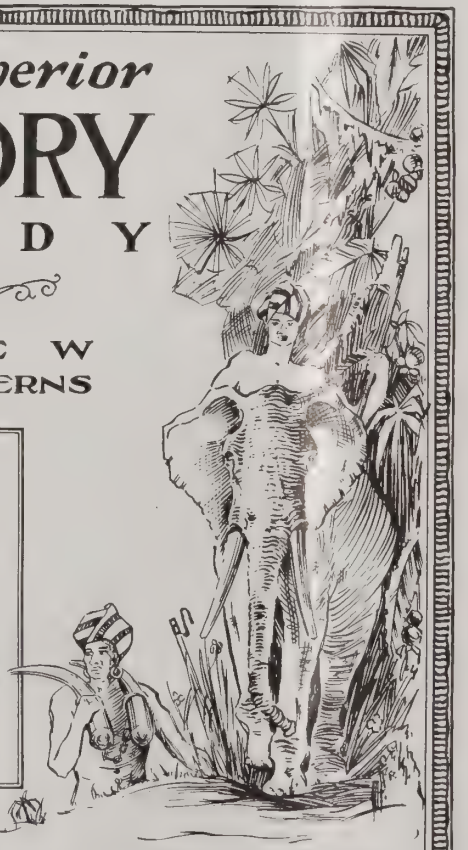
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Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
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By C. M. Franzheim

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rtant Changes in Czechosovak Trade with the United States

Commercial Attaché Elbert Baldwin, Prague in Commerce Reports.

ZECHOSLOVAKIA, a country of 14,000,000 inhabitants and embracing 75 per cent of the industry of the former Austro-Hungarian Empire, nts one of the most important markets for Amerioducts in eastern Europe. Hitherto, 80 per cent of of from the United States to Czechoslovakia have ade up of foodstuffs and raw materials; but it is n that manufactured products will now gain in ime as the postwar tendency to modernization in intransportation, and manner of life develops. Conexports from Czechoslovakia to the United States eadily been gaining in volume and variety; these per cent finished industrial products, notably glassextiles, ready-made wear and porcelains.

926 the trade between both countries was practically d. According to the Statistical Office at Prague, of from Czechoslovakia to the United States were at $25,350,000, and return imports from the United at $22,500,000. Exports to the United States rep- 5 per cent of total exports; return imports rep- the same proportion, 5 per cent of total imports. be observed, however, that these figures often fail de indirect shipments via Germany, Austria, Engaly, and other countries—shipments that are particarge in the case of merchandise from rather than United States; further, that developments in slovakia during the year led to shifts in trade which, will probably prove transient.

Special Sales to Czechoslovakia Suffered in 1926

ican goods imported into Czechoslovakia in 1926 d significant gains in some particulars but suffered osses in others. On the one hand, consumption materials in Czechoslovakia, notably of cotton, in half by a sharp industrial depression; on the and, promulgation of a protective agrarian customs duced foodstuff purchases abroad to a fraction of revious volume. These two factors, which priaffected American shipments, were responsible to a rge extent for the $11,000,000 drop in total imf American goods into Czechoslovakia in 1926, ared with 1925. Specifically, cotton receipts, val- $12,000,000, showed a loss of $6,600,000; metals at 000, a loss of $1,400,000; lard and fats at $1,900,- loss of $1,800,000; grains and flours at $800,000, f $2,250,000. These losses, so far as they are due agrarian duties, are probably permanent; losses ndustrial depression will probably prove transient, de movements early in 1927 already indicate a y.

ersely, a series of certain imported American ctured products showed significant gains, notably ive products valued at $1,560,000, making an inf $960,000 over the previous year; instruments (office equipment) at $900,000, an increase of $120,000; rubber and rubber products at $340,000, an increase of $250,000. Certain industrial supplies gained in spite of the depression, such as nonferrous metals valued at $300,000, an increase of $225,000; and gums and resins at $300,000, an increase of $160,000.

In relation to total imports of individual commodities, cotton from the United States represented 70 per cent (estimated) of all cotton imports, although inclusion of cotton textiles in the official returns reduces this proportion to 12 per cent; lards and fats, 11 per cent; automotive vehicles, 26 per cent; instruments (office equipment), 20 per cent; gums and resins, 10 per cent; rubber and rubber goods, 7 per cent; base metals, 7 per cent, etc.

Another Glass Plant for Ukraine

F. A. Rataichak, president of the Porcelain and Glass Trust of the Ukraine, left the United States after a stay of over a month, in the course of which arrangements were made with American firms regarding the construction of a $3,000,000 glass plant at Kiev, in the Ukraine. The arrangement was announced last Tuesday by the Amtorg Trading Corporation, 165 Broadway, New York, J. B. Seldes, another member of the Glass Trust delegation, sailed with Mr. Rataichak, while F. S. Kariagin was left behind to complete the arrangements.

"An American firm has been asked to prepare plans for the equipment of the Kiev plant," said Mr. Rataichak. "Your production methods, which we had a chance to study in 30 plants through the courtesy of leading firms in the glass and ceramic industries, command the highest admiration."

The equipment of the Kiev plant will cost, according to the announcement, over $2,600,000, of which equipment valued at $1,200,000 will be purchased from American firms with deliveries beginning next July. The Kiev plant will have an output of 22,000 metric tons of assorted glass per year.

Production of glass in the Soviet Union fell to less than 4 per cent of pre-war in 1920. At present the output is higher than pre-war. The industry increased its output 60 per cent last year, and a further increase of 30 per cent is expected during 1927.

Before they were married he whispered to her.

"Were I drowning in the middle of the Atlantic Ocean —going down for the third time—you would be the last person I'd think of."

It made her feel happy.

After they had been married several years he made the same speech.

It didn't seem to have the same meaning then. Besides, she didn't like the way he said it.

So she hit him with a plate.

ANSWERS TO KROCKERY KWIZZ ON PAGE 21

1—M. K. Linder with six new members.

2—Optic glass is made with a mould which has slight ridges in it. The soft glass is blown or pressed in and there is produced a ridged surface that looks shimmering and somewhat similar to hammered metal. The ridges may be on the plunger instead of in the mold. If so, the inside of the article is marked with the impression, while the outside is entirely smooth. Optic glass is found in different weights, but the most beautiful effects are in thin blown ware.

3—The best known glass article is the Portland vase. It is an exquisite art treasure of dark blue glass with raised white cameo figures on it. They were carved out of a layer of white that originally covered all the blue. Against the dark background they stand out clear and beautiful. This wonderful vase, which was made for a Roman emperor, was discovered in a tomb 15 or 16 centuries after his reign. Of course it was much sought after and sold for a large sum. Finally it came into the possession of an English noblewoman, the Dutchess of Portland, from whom it takes its name. Later it was sold at auction. The price was run up very high by Josiah Wedgwood, the famous English potter, but was finally sold to someone else and was placed in the British museum. Wedgwood, however, obtained permission to copy the vase in porcelain. Afterwards he used a picture of it as the stamp on his china. Even today the mark is still used. But there is more to the story of the famous vase. While it stood on display in the Museum, an insane man hurled a stone and shattered the vase. At first it seemed that the treasure was ruined, but it has been so carefully mended by a skilled artist that the broken places can scarcely be detected.

4—The Phonecians were the greatest sailors and traders of ancient times. According to legend, men from the Phonecian city of Tyre accidentally discovered the process of making glass. A group of Tyrian sailors went on shore to cook a meal and because they could find no stones near, they brought two blocks of nitre from their cargo and put them on each side of the fire to support the pot in which they were cooking. The fuel which they used was seaweed, a plant rich in alkali. By the time the meal was over, the sailors noticed that the nitre had melted and had united with the alkali and sand to form glass. Undoubtedly this is only teresting story. No heat which could been produced by an outdoor fire would been great enough to produce glass. I and prolonged heat and often covered bles are necessary for this, but it is n that a story should have been started. gardless of its truth, the Phonecians very famous glassmakers. They knew to make ware clear by using mangan it, and they could blow and engrave Their mirrors, as well as their dishes, widely known.

5—Haviland China Co., Inc.

6—Ohio.

7—Some glass was made in Egypt, China, Assyria and Persia. In Phoneci in Rome the art was developed to a very state.

8—The following divisions are com made: Tableware, Odd or ornamental Toilet articles, Cooking dishes.

9—Clay designates a tenacious earthy stance, composed chiefly of a mixture of and alumina in various proportions an variety of colors. Clay when wet is and can be moulded by hand or machin any desired shape and it will preserve form until dry enough to be handled made permanently hard by fire. It i property of plasticity that makes clay s uable to man.

10—The earliest glass used in Englan probably made by the Romans, but later crude native ware was developed. No very important was achieved, however, the seventeenth century, when Ve workers were brought in. These me gether with French glassmakers who ha their own country for political and rel reasons, made wares of excellent qualit gave such an impetus to the trade that new factories were established in v cities. The greatest contribution of the lish to glassmaking was the developmen perfection of flint lead glass and the cutting. Flint ware is especially suitab cutting because it is soft and has a bea sparkle. Before long, English cut glas the best in the world, and several citi came important centers for this Tableware of various sorts is now the product. Although it lacks some o original qualities of Venetian and Boh articles, it is very beautiful and desirab in great demand.

Albert J. Brech & Son

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New York Imports

May 11th

S. S. Caucasier, from Antwerp, Belgium
Amer. Shpg. Co., 69 cases majolicas

S. S. Aquitania, from Southampton, England

Kay & Ellinger, 1 case earthenware
Dunhill, A., 2 cases earthenware, etc.

May 12th

S. S. Muenchen, from Bremen, Germany

Bank of the Manhattan Co., 6 cases crockery
Hutter, K., Inc., 32 cases crockery
Henjes, F., Jr., Inc., 45 cases hollow glass
Sullivan, W. C., & Co., 57 packages chinaware
Arrow Novelty Co., 24 cases earthenware, toys, etc
Meadows, Wye & Co., 10 cases earthenware
Butler Bros., 11 cases crockery
State Fwdg. & Shpg. Co., 3 cases earthenware
Wolf, L., & Co., 22 cases china, etc.
State Bank, 11 cases earthenware, etc.
Order, 3 cases earthenware

S. S. Adriatic, from Liverpool, England

Gilman Collamore Co., 1 cask earthenware
Davis Collamore Co., 1 cask glassware, 2 casks chinaware
Dickinson, E. B., Inc., 7 packages earthenware, 9 hogsheads earthenware
Hull, A. E., Pottery Co., 21 crates earthenware
Edmiston, H. C., 6 packages crockery
Irwin, J. D., Co., 2 crates earthenware, 1 cask earthenware
Rowland & Marsellus Co., 11 crates earthenware, 1 cask china
Vogt & Dose, 3 crates earthenware
Strauss, N., Sons, 5 crates earthenware
Justin Tharaud, Inc., 7 crates earthenware
Boote, E., 20 casks china and earthenware
Leyland, P. N., 14 packages earthenware
Fondeville, A. J., Co., 11 casks earthenware
Tiffany & Co., 2 casks earthenware, 1 cask china, 1 cask glassware
Globe Shpg. Co., 2 cases earthenware
Kupper, H. C., Inc., 11 crates earthenware
Barth, L., Co., 2 crates earthenware
Bernard, J. E. & Co., 1 crate earthenware
Sheldon, G. W., & Co., 11 crates earthenware
Panama Pacific Lines, 1 crate earthenware
Order, 1 cask glassware

S. S. Agwidale, from Tampico, Mex.

Carr Bros., 1 case porcelain

May 13th

S. S. Veendam, from Rotterdam, Holland

Amer. Shpg. Co., 8 cases earthenware
Kupper, H. C., 8 cases majolica
Phoenix Shpg. Co., 153 cases toys, crockery, etc.
Thurnauer, G. W., Co., 2 cases crockery
Grace Nat'l Bank, 50 cases crockery, etc.
Woolworth, F. W., & Co., 49 cases toys, 10 cases crockery, 46 cases toys, crockery, etc.
Borgfeldt, G., & Co., 5 cases earthenware, 7 crates glassware
Strauss, Eckhardt Co., 82 cases toys, crockery, etc

S. S. Arabic, from Antwerp, Belgium

Vanderville, A. J., & Co., 6 casks earthenware
Rosenthal China Corp., 4 cases crockery
Hirsch, Malgood Co., 2 cases crockery
Field, B. H., Co., 13 cases crockery
Mitchell, Bissel Co., 25 cases crockery
Barth, L., & Co., 18 cases crockery
Heinrich & Winterling, 14 cases crockery
Andrews, D. C., & Co., 2 casks earthenware
Shackman, B., & Co., 4 cases toys, 2 cases crockery
Straub, P. A., & Co., 10 cases earthenware, 9 casks earthenware
Red Star Line, 3 cases earthenware

S. S. Scythia, from Liverpool, England

Maddock & Miller, Inc., 52 crates earthenware, 2 casks china
Lazarus & Rosenfeld, 7 crates earthenware
Meakin & Ridgway, 3 casks china, 37 packages earthenware
Hammacher, Schlemmer & Co., 2 cases hollow ware, 1 cask earthenware
Plummer, W. H., & Co., 3 packages earthenware, 1 case china, 1 case glassware
Butler Bros., 2 crates earthenware
Guaranty Trust Co., 10 crates earthenware
Pitcairn, W. S., Corp., 67 packages earthenware, china, etc
Davison, J., & Co., 14 cases earthenware and china
Ame. Hawaiian S. S. Co., 43 cases earthenware, 16 crates enware

May 14th

S. S. Majestic, from Southampton, England

Nathan Straus & Sons, 2 crates earthenware
Downing, T. D., & Co., 9 cases glassware, etc.
Haviland China Co., 68 casks porcelain
Guerin, Pouyat Elite Co., 14 casks porcelain
Straus, N., & Sons, 15 casks porcelain
Vogt & Dose, 9 casks porcelain
Phoenix Shpg. Co., 9 casks porcelain

S. S. Westphalia, from Hamburg, Germany

Graham & Zenger, 3 cases glassware
Ruhe, F. H., 15 cases hollow glass
Manufacturers' Trust Co., 5 cases hollow glass
Dierck, C. J., 3 cases china
Kruger, W., 1 case earthenware
Halperin, L., & Co., 4 cases earthenware
Straub, P. A., & Co., 18 cases earthenware
Janson Co., 34 cases crockery
Stern, S., 2 cases toys, 1 case earthenware
Khouri, A. N., & Bro., 3 cases hollow glass
Phoenix Shpg. Co., 11 cases hollow glass
Gallagher & Ascher, 53 cases crockery, hollow glass, etc.
Borgfeldt, G., & Co., 4 crates earthenware
Page Madden Co., 21 cases earthenware
Fogel & Chertok Co., 10 cases crockery
Kuyper, P. C., & Co., 5 cases toys, 2 cases glassware, 1 crockery
Roloson, A. F., 72 cases china
Phoenix Shpg. Co., 3 cases toys, 2 cases crockery, 1 case ware
Friedlaender Co., 9 cases crockery and glassware
Kuyper, P. C., Co., 2 cases glassware
Guthman, Salomon & Co., 1 case crockery
Cahn, L. D., & Co., 131 cases enamelled hollow ware
Levy, M. D., & Co., 16 cases toys, 5 cases crockery
Rowland & Marsellus Co., 3 cases earthenware
Heinrich & Winterling, 1 case crockery
Irving, Miller & Co., 7 cases hollow glass, 15 cases earthe
Powell, C. H., Co., 16 cases crockery
Reimer, F. C., Co., 9 cases earthenware
Strauss, N., & Sons, 31 cases hollow glass, 26 cases cr 4 cases crockery, 1 case earthenware
Koscherak Bros., 5 cases crockery, 1 case hollow glass
Shackman, B., & Co., 6 cases toys, 1 case crockery
Irwin, J. D., & Co., 2 cases earthenware
Altman, B., & Co., 17 cases hollow glass
Rice, I. W., & Co., 11 cases earthenware, etc.
Macy, R. H., & Co., 34 cases toys, crockery, etc.
Sheldon, G. W., & Co., 1 case glassware, 2 cases glas cases hollow glass
Basch, S., Import Corp., 56 cases crockery
Amer. Shpg. Co., 96 cases majolicas, etc.
N. Y. Mdse. Co., 28 cases toys, crockery, etc.
Bernard, J. E., & Co., 116 cases glassware, etc.
Order, 22 cases hollow glass

May 14th

S. S. Clara, from Naples, Italy

Kupper, H. C., 24 cases earthenware
European Specialty Co., 10 cases earthenware
Cook, T., & Sons, 19 cases earthenware, etc.
Straus, N., & Sons, 40 packages earthenware

S. S. Paris, from Havre, France

Globe Shipping Co., 4 casks china
Vantines, A., & Co., 7 cases earthenware

May 16th

S. S. Providence, from Marseilles, France
Whitney, M., 2 cases pottery

S. S. Columbus, from Bremen, Germany

Chatham & Phenix Nat'l Bank, 7 cases earthenware
Sellers, C. W., 1 case earthenware, 2 cases crockery
State Bank, 37 cases glassware and earthenware
State Fwdg. & Shpg. Co., 5 cases earthenware
Globe Shpg. Co., 45 cases toys, crockery, etc.
Bernard, J. E., & Co., 1 case crockery

S. S. Geo. Washington, from Bremen, Germany

Strachan, R. D., 1 case earthenware
Sheldon, G. W., & Co., 6 cases earthenware, etc.

icago, from Bordeaux, France
vdg. Co., 5 cases earthenware

est Apaum, from Rotterdam, Holland
s & Rosenfeld, Inc., 11 cases china

incent, from Havre, France
Exp. Co., 12 cases toys, earthenware, etc.
an's Stores, 5 packages china, etc.
Hawaiian S. S. Co., 3 barrel earthenware

ellen, from Valencia, Spain
Shpg. Co., 1 barrel crockery

Iris, from Havre, France
grift, F. B., & Co., 3 cases chinaware

oma, from Genoa, Italy
vs, D. C., & Co., 18 cases majolicas, glassware, etc.
Bros., 6 barrels majolica ware

nited States, from Copenhagen, Denmark
M., 4 cases pewterware, 3 cases earthenware

Cerca, from Genoa, Italy
3 barrels majolicas

May 16th

Cerca, from Leghorn, Italy
Fwdg. & Shpg. Co., 59 cases earthenware
ender & Co., 12 cases earthenware, etc.

Pengaria, from Southampton, England
Shpg. Co., 1 case earthenware
V. L., & Co., 1 case earthenware
vs, D. C., & Co., 4 cases chinaware

May 17th

City, from Antwerp, Belgium
dt, G., & Co., 41 packages earthenware
L. D., & Co., 20 casks earthenware

Viathan, from Southampton, England
l, J. E., & Co., 1 case earthenware

Ontarf, from Genoa, Italy
1 case earthenware

eghorn, Italy
, N., & Sons, 2 cases earthenware
vs, D. C., & Co., 8 cases earthenware, etc.
ender & Co., 5 cases earthenware

aples, Italy
d Trust Co., 25 cases earthenware
hpg. Co., 6 cases earthenware
Transpt. Co., 1 case majolicas

arseilles, France
Turner & Co., 7 cases porcelain, etc.

Nieuw Amsterdam, from Rotterdam, Holland
rs, Inc., 1 case earthenware
1 City Bank, 26 cases crockery, 1 case crockey
Shpg. Co., 66 cases cockery, etc.
rth, F. W., & Co., 166 cases toys, crockery, etc.
. R., & Sons, 6 cases crockery, 6 cases crockery
Eckhardt & Co., 102 cases toys, crockery, etc.
Bros., 36 cases toys, crockery, etc.
Nat'l Bank, 105 cases crockery, etc.
er & Co., 87 cases crockery, etc.

May 17th

Cronia, from Liverpool, England
Sendar Co., 5 crates earthenware, 2 crates earthenware
o., 2 casks earthenware, 10 cates earthenware
& Ridgway, Inc., 76 packages china and earthenware
Collamore & Co., 3 cases chinaware
. D., & Co., 14 packages earthenware, etc.
hpg. Co., 3 packages earthenware, etc.
, W. S., Corp., 47 packages earthenware, china, etc.
& Co., 2 casks china
Bros., 7 crates earthenware

Clamer, from St. Nazaire, France
W. J., & Co., 5 casks china

Champbeau, from Havre, France
R. H., & Co., 1 cask chinaware
hpg. Co., 12 casks earthenware
C. W., 3 cases glassware and earthenware
d Co., 2 cases earthenware and dolls
s, Wye & Co., 1 cask chinaware
Stern Bros., 1 case chinaware
Borgfeldt, G., & Co., 25 casks chinaware
Haviland, T., Co., 39 casks chinaware, 45 casks porcelain
Kuyper Co., 31 casks chinaware
Rohner, Gehrig & Co., 2 cases pottery
Brown & Roese, 1 case porcelain
Selchow & Righter, 5 cases porcelain
Kupper, H. C., 4 casks earthenware

S. S. Derfflinger, from Bremen, Germany
Scholz, A. H., 2 cases hollow glass

S. S. Hallfried, from Genoa, Italy
Gommi, G., 4 crates earthenware
Wallace, F. E., & Co., 7 casks earthenware
Vandegrift, F. B., & Co., 5 casks earthenware
Globe Shpg. Co., 26 packages earthenware
Bing, F., & Co., 12 cases earthenware
Andrews, D. C., & Co., 24 cases earthenware
Granata, G., & Co., 32 packages earthenware

From Marseilles, France
Hudson Fwdg. & Shpg. Co., 32 cases earthenware, etc.
Macy, R. H., & Co., 6 barrles earthenwae

S. S. American Farmer, from London, England
Robold, J. C., & Co., 4 cases eathenware

Czechoslovak Exports to the United States Gaining Steadily

Compared with the loss of $11,000,000 suffered by American goods in 1926, exports from Czechoslovakia to the United States gained by $2,700,000 and brought the annual total to $25,350,000. This is particularly remarkable when it is considered that 80 per cent of these products were industrial finished products. Exports of glass and glassware to the United States, the largest item, were valued at $6,600,000, which represents a loss of $780,000 from 1925, occasioned primarily by Belgian competition; other important items to show appreciably lower values are few—notably paper and paper products valued at $740,000, a loss of $210,000, and iron and iron products at $450,000, a loss of $220,000; all other losses combined did not exceed $300,000.

On the other hand, exports to the United States of ready-made wear, valued at $3,700,000, recorded an increase of $1,500,000; textiles other than of cotton and wool, valued at $3,400,000, an increase of $540,000; cotton yarns and textiles at $2,000,000, an increase of $350,000; wool textiles at $1,230,000, an increase of $150,000; leather and leather goods at $1,230,000, an increase of $600,000; base metals and products at $1,170,000, an increase of $570,000; woodenware at $960,000, an increase of $150,000; other commodities together showed an increase of $350,000.

The percentile share of the United States in the total exports from Czechoslovakia of the following commodities is particularly striking. Thus, the United States was the destination of 30 per cent of all exported readymade wear, 20 per cent of all exported glass, 20 per cent of all exported textiles other than cotton and wool, 18 per cent of all exported paper and paper products, and 12 per cent of all exported earthenware, woodenware, base metals and products therefrom. The United States stands sixth in the list of foreign markets for Czechoslovak products but second among the markets that are not contiguous, following upon Germany, Austria, Great Britain, and Hungary.

W A N T E D

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WANTED: Large manufacturer of a high class and exceptionally salable line of both Ivory and White dinnerware has exceptionally good opening in its sales department for thoroughly experienced, high caliber men to call on the large trade. Only interested in men with good sales record. State experience and territory in which you are best acquainted. Replies will be treated in strict confidence. Address Box 632, care CROCKERY AND GLASS JOURNAL.

SALESMEN WANTED

MANUFACTURER of popular priced semi-porcelain dinner and hotel ware—white and decorated—has openings for salesmen, on a commission basis, in Texas, Oklahoma, Kentucky, Tennessee and Pennsylvania. Replies treated in strict confidence. Address Box No. 633, care of CROCKERY AND GLASS JOURNAL.

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GOOD opportunity for experienced glassware and crockery salesman seeking to locate on the Pacific coast. Party with $5,000 to invest can buy half interest in old established manufacturing agency firm representing some of the best factories covering California, Oregon and Washington. Are desirous of opening branch sample rooms. State age, experience and references. Address Box 630, care of CROCKERY AND GLASS JOURNAL.

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WANTED AT ONCE—Experienced crockery salesmen in all sections except New England States and the Coast, to sell our Decorative Dinner Sets and Specialties, also White and Yellow Ware on commission. Would also like to hear from resident agents in all large cities who can get big business on these lines. Address Box 184, East Liverpool, Ohio.

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ENGLISH gentleman, expert in the china and glass trade, desires responsible position; thorough knowledge and practical experience in all departments. Address Box 626, care of CROCKERY AND GLASS JOUBNAL.

Buyers in New York

MAY 16, 1927

E. Archambeau, house furnishings, toys, Wallace Co., Pittsfield, Mass., Latham.

MAY 17, 1927

Miss M. Byrne, lamps, notions, J. M. Hartblay & Son, Fairmont, W. Va., J. H. Rownd.

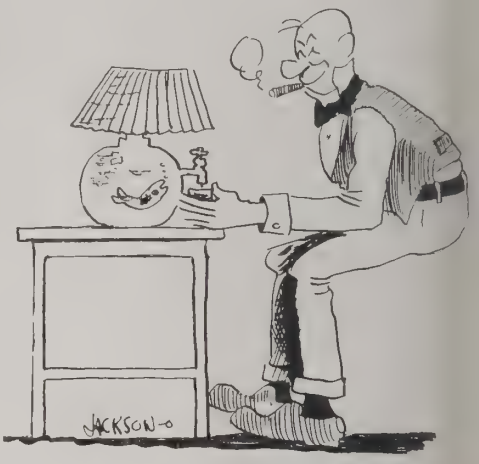
N. E. Hicks, lamps, J. L. Hudson Co., Detroit, Mich., 105 Grand, Pennsylvania.

MAY 18, 1927

J. W. Waldorf, glassware, china, Hochschild, Kohn & Co., 220 Fifth Ave. (F. Atkins).

J. C. Schwab, lamps, Elder & Johnson Co., 240 Madison Ave. (Syndicate Trading Co.).

PETER POTTER



Peter Potter Says: From the reports I git the new-fangled water lamps makes dern good storage rooms fer likker. They're not only ornamental but useful and also make dern good parkin' space for gold fish.

Advises Store Career

The retail dry goods business as an opportune fi the young man is dealt with by Col. Michael Fri president of B. Altman & Co., in an article in "An for Careers," which is edited by Edward L. Berna just off the press of the George H. Doran Co This article is one of thirty-eight by leading busin professional men who discuss in this book as many in an effort to minimize the waste of vocational mi showing what each career requires and what it offe

"The young man," Col. Friedsam writes, "is oft consistently urged to take up banking, or to start manufacturing field or to follow one of the many of brokerage. There has not been the same cor effort to induce the young man to enter the depa store, yet it offers a wider range of opportunit perhaps any other kind of business."

Discussing the "romance" of modern merchan he mentions the constant search of odd corners earth for original and desirable articles.

"A prayer rug from the hills of Persia, an old lamp picked up in a cottage on the coast of ma piece of superlative glass from Lalique in Paris," h "are included in the quest for things new, differe fine."

So ramified are the departments of a modern bi store's activities, he points out, that the young ma talent in almost any direction may find his proper n such a business and with excellent opportunity f vancement.

Ceramic and Chemical Industries Collaborating

(Continued from page 9)

g that will be shown at the exposition.

ay the world recognizes the value of Chemistry and cal Engineering as never before as the following ion from Dr. Arthur D. Little's pamphlet to Chem- ngineers and Managers, of April 1927, will show. Elmo Colkins says, "The manufacturer, whatever y make, however basic and staple, however well ched in the homes of the country, can no longer down and let things take their course. He must now imself ready to act and act quickly, interpret the anticipate the new attitude of the public, analyze ew invention or discovery for its effects, immediate mate, on his own business."

brief paragraph quoted expresses more fully than volumes why the Chemical Industries are again ahead. The day is past when any man or industry st on its laurels of past performances. Unless a of the future is theirs, achievements are as water e dam. The Chemical Industry has begun to visu- ith the result that the forward march is on again. ng John E. Teeple in *The Indicator* of November 126, he says, "One of the great sources of difficulty n nations in the past has been the urge of some tion to possess land because the land contained a raw material and that specific raw material was ely necessary to supply some need of the world. rther the chemist progresses in his work the more vill this source of friction be removed." This is r we wonder what would have happened but for the tic materials the Chemical Industry has developed ting monopoly and maintaining competition through- e world.

o place in the world will there be such a gathering stry. The authorities in Chemistry and Chemical ering will discuss problems and explain new de- ents bath domestic and foreign at this year's expo- nd with the interest that is already manifested by manufacturers, American Industry must look to rels.

Glass News

(Continued from page 13)

Big Demand for Bell Rose Glassware

new lines of colored glassware introduced by the rative Flint Glass Co. last January, during its ex- the Ft. Pitt Hotel here has proved to be one of the opular this factory ever designed. The demand for ell Rose colored glassware is exceptionally heavy, es at this time are far ahead of those of the early the year. There are 15 different items now listed Amber gold lace edge border line which this fac- featuring.

Chicago Gift Show

(Continued from page 20)

1000 Washington St., Boston, Mass.; E. H. Ryckoff & Co., 189 No. Clark St., Chicago, Ill.

Sanderson Art Co., 540 Van Buren St., Milwaukee, Wis.; S. S. Sarha, 533 Sutter St., San Francisco, Cal.; Hugo W. Schmidt Co., 212 Randolph St., Detroit, Mich.; Jacob Schorsch, 302 Fifth Ave., New York, N. Y.; M. Seller & Co., 5th & Pine Sts., Portland, Ore.; Shannon Studios, 13909 Potomac, Cleveland, Ohio.; Shearer Studio, Palo Alto, Cal.; Slepin Studios, Germantown, Philadelphia, Pa.; Smith Ceramic Studios, Inc., Rochester, N. Y.; E. L. Sommers & Co., 915 Broadway, New York, N. Y.; Spiegel Bros., 5 No. Wabash Ave., Chicago, Ill.; William F. Sprague & Co., Inc., 448 Fourth Ave., New York, N. Y.; Springfield Leather Products Co., 110 W. Main St., Springfield, Ohio.; Standard Oil Co., 910 So. Michigan Ave., Chicago, Ill.; Stein & Ellbogen, 31 No. State St., Chicago, Ill.; The Steinbeck Co., 74 E. Roosevelt Rd., Chicago, Ill.; J. H. Stouffer Co., 2619 Prairie Ave., Chicago, Ill.; Nathan Straus & Sons, Inc., 119 Fifth Ave., New York, N. Y.; Sugar Plum Tree, 137 Crescent, Northampton, Mass.; Sunshine Cut Glass Co., 1312 Ontario St., Cleveland, Ohio; Swartchild & Co., 29 E. Madison St., Chicago, Ill.

Taiyo Trading Co., 325 W. Madison St., Chicago, Ill.; Treasure Chest, Asheville, N. C.; Trinity Artwares Co., Inc., 122 Fifth Ave., New York, N. Y.; Turchin Mfg. Novelty Co., 10 W. 23rd St., New York, N. Y.; Geo. Turner, 17 No. Wabash Ave., Chicago, Ill.

Ullman Mfg. Co., Van Alst Ave. & 13th St., Long Island, N. Y.

Weinman Bros., 421 So. Wells St., Chicago, Ill.; J. Tyson White Sons, Inc., Brooklyn, N. Y.; White-Chapman Co., 1203 Van Buren St., Hammond, Ind.; Ernest Wolf, Inc., 919 W. Madison St., Chicago, Ill.

Zinke-Roberts Co., 927 Concord Place, Chicago, Ill.

Glass Machines

(Continued from page 22)

put into production in 1904 the first really successful automatic bottle machine.

In 1899 there were more than 7,000 child laborers in the industry, the department said, and there are practically none now. "As a boy of 10 in 1869, Owens joined the thousands of children employed in the glass factories. He died in 1923, the genius of the industry, whose inventions contributed to the complete elimination of children from the industry," it was added.

W. L. Smith Sr. Returns from Florida

W. L. Smith, Sr., head of the Taylor, Smith & Taylor Co., who had been spending the winter season in Florida, making his headquarters at St. Petersburgh, returned to the East Liverpool district recently.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass. Mfrs of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb
Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks Dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23 St.*
Importers of China, Glassware a Specialties. Telephone Gramercy 22

PAUL A. STRAUB & CO., *105-1 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abb Ivory Body Dinnerware, Rona a Verra Crystal Tableware. Specialti in glassware, etc.

ROBERT SLIMMON & CO., *96 to 1 Church St.*
A. J. Wilkinson's, Ltd., Bourne Leigh, R. Sudlow & Sons, Shorter Sons, Royal Aller Vale and Wa combe Pottery.

NATHAN STRAUS & SONS, In *119 Fifth Ave., at 19th St.*
Large stock of imported open-sto dinnerware. Sole distributors "Royal Schwarzburg" and "Superieu Limoges dinnerware, Gift Shop Sp cialties.

TAIYO TRADING CO., Inc., *101 Fif Ave.*
Japanese China, Lamps and Bric-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Se Schlegelmilch, Schoenwald, Villeroy Boch, etc.

JUSTIN THARAUD, Inc., *24 We 23d St.*
Sole Agent for L'Union Ceramiq Limoges, France.
Myott, Son & Co., Hanley Staffs, En land. Royal Bayreuth China, Bavari Telephone Gramercy 5150

E. TORLOTTING, INC., *35-37 We 23rd. St.*
Representing Cristalleries De St. Loui Plateelbakkerij "Zuid—Holland", Geb Lorenz (Czecho-Slovakia). Gramer 5299.

UNITED ARTS AND CRAFTS INC *47 W. 47th Street.*
Modern ceramics in unusual form colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterr White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsbe China and Earthenware, Swede Kosta Crystal, Sweden; Rorstra China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *2 Fifth Ave., between 28th and 29 Sts.*
Josiah Wedgwood & Sons, Ltd. Te phone Madison Square 7429.

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BONITA ART GLASS COMPAN *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic D orated Glass and China. Herbert Gl & Import Corporation, 35-37 West 23 St., representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal a Colors—Cut, Etched and Engrav J. Duncan Dithridge, Representati 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties

THE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

THE ROSBERN GLASSWARE CORP., *12-14 West 21st St.*
Manufacturers of light cut and gold encrustations. Phone Chelsea 0746.

VESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
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PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones. Ashland 9024-9025.

THE H. E. RAINAUD CO., *242 Fifth Ave.*
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THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

DOMESTIC POTTERY

W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St.*
F. D. Van Arsdale, New York Manager. Art Pottery, Jardinieres, Baby Plates and Sets, Bird Baths, Carden Pottery.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
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Lewis County Cut Glass Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co

Pottery

Oxford Pottery Co.

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FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
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LOTUS GLASS CO., INC., *200 Fifth Ave., Room 208.*
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D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., D. C. Jenkins Glass Co., McDonald Glass Works, Inc. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silverplated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850

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PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
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The Belmont Tumbler Co.
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W. I. Tycer Pottery Company.

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Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

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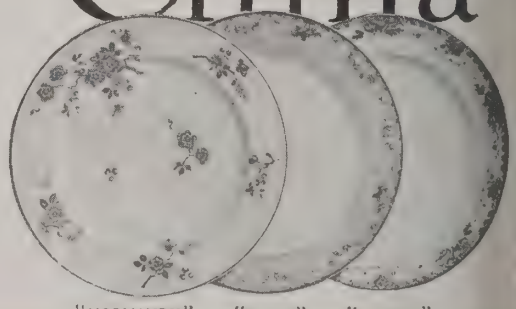
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THE REPRESENTATIVE PAPER OF THE INDUSTRY
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Vol. 104, No. 21

MAY 26, 1927

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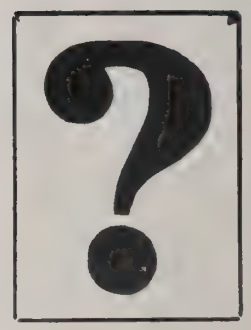
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

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Vol. 104. No. 21. May 26, 1927.

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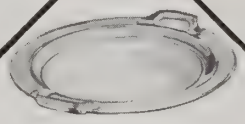
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CIGARETTE JAR No. 9392

Fitted with vertical tray Crystal, black, sky-blue and apple-green—bright or satined.



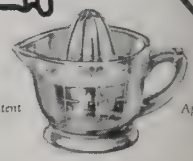
SANDWICH TRAY No. 336

Wanted by every woman Rose-pink, apple-green, amber, canary and crystal, bright or satined.



BRIDGE SMOKER SET No. 9280

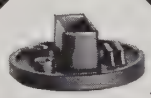
Makes a big hit. Each tray a different color—red, green, blue and yellow—all fired-in colors.



(Patent Applies

REAMER SET No. 645

Measuring pitcher fitted with detachable seed-catching reamer Pint or quart size—crystal or apple-green

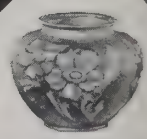


(Patent Applied for)

SMOKERS' TRAY No. 9354

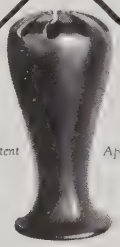
Ash tray, cigarette holder, two snuffers and match holder all in one unit. Apple-green, sky-blue and black—bright or satined.

Colorful and Useful to retail for $1 $2 to



POPPY VASE No. 1625

A vase of rare beauty. Satined—with French Lalique decorations. In rose-pink, apple-green, sky-blue and rich black.



(Patent Applied for)

FLOWER ARRANGER VASE No 16261

Very popular Rose-pink, apple-green, sky-blue or black—bright or satined



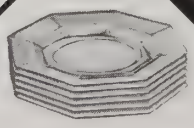
(Patent Applied for)

GRILL PLATE No. 8861

Partitioned

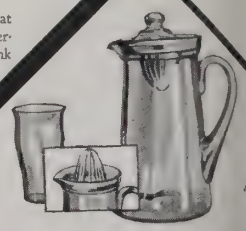
Already in wide use for serving at receptions, bridge parties and afternoon teas. Crystal, amber, rose-pink and apple-green—bright or satined

First Prize to retail for $2 $3 to



OCTAGON SALAD SET No. 337

Four 8-inch salad plates of the very latest design Rose-pink and apple-green. In individual cartons.



Combination Iced Tea and Reamer Set No. 6450

Two-quart optic jug and cover with invertible reamer and six 12-oz. optic blown tumblers. Rose-pink, apple-green and crystal.

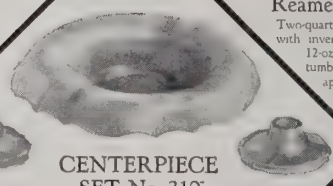






DANCING GIRL VANITY SET No. 9313

Puff box and two colognes. In perfect taste. Rose-pink, apple-green, and sky-blue, satined.



CENTERPIECE SET No. 310

12-inch flower bowl—4 low candle holders. Satined rose-pink or apple-green. The present vogue.

The items pictured on this page are a dozen of our best sellers. A window display of "Bridge Prizes and Gifts of Glass" will materially bolster up your summer sales.

Be sure to ask our l about the smart n TAGON Bridge Set and the complete tab in this same much-w sign—rose-pink and ap

World's Largest Makers of Household Glassware

SALES OFFICES IN ALL PRINCIPAL CITIES

United States Glass Company, *Pittsburgh, Pa.*

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Crockery and Glass Journal

The Representative Paper of the Industry
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0 May 26, 1927 No. 21

AS THE EDITOR SEES IT

a on
nship

As evidence of the growing recognition of the importance of the foreman in American industry the Department of Manufacture of the e of Commerce of the United States points to t at the number of courses in foremanship train- r sed several hundred per cent. in a year's time. s total of 324 courses conducted on an organ- as from June, 1925, to June, 1926.

ndred and eighty-five of these courses were b state vocational educational institutions, 109 giv by private agencies and 30 as state univer- te sion courses.

er are reasons," says the Department of Manu- i a bulletin on the subject, "for the rapid growth er anent status of foremanship training. One ny finds an increased production with a decreased ne as the outstanding result which it attributes to fo manship. Another finds, through better co- or on the part of the foremen, a considerably d ventory of material in process; another finds co eration between the foremen and the inspec- n er, less labor turnover due to more intelligent g f the human element; still another, better em- er loyee relations throughout; and thus we might ma y other experiences given us.

re till remains some baffling problems. Accumu- xp iences and results show that foreman training, n successful by the class or conference method, s ained or expert direction. The large organization has work enough to keep one or more men busy all the time in improving foremanship and thus can have expert direction."

Seeing Industrial America

Foreign business men, who appear to have acquired the habit of looking upon business in the United States as the exemplar for the rest of the world, will apparently continue during the present year the round of visits to this country begun last year.

The Foreign Commerce Department of the Chamber of Commerce of the United States has directed the attention of organization members to the forthcoming visit of the Australian Industrial Delegation, which will be in the United States toward the end of March and throughout April. This commission, appointed by the Australian government, will consist of employers representatives, employees representatives and women observers.

Another large delegation of German textile manufacturers and merchants will arrive in the United States March 21. This visit has been arranged by the Textile Verlag G. m. b. H., of Berlin, one of the large textile publishing houses of Germany. Its purpose, it is announced, is to promote mutual business interests and facilitate arrangements for the purchase of American textile merchandise. The party will inspect department stores, chain stores and factories for the production of men's and women's clothing, wool, cotton, silk and rayon fabrics.

CAUGHT IN THE NEWS NET

ON May 28, Kenneth P. Lockitt, head of the K. P. Lockitt Co., importer and manufacturers' representative, plans to sail aboard the *Drollingholm* for Sweden on a two months' visit. The purpose of his trip is to confer with the heads of the Akliebolaget, Elme, Glasbruk, which factory he represents in this country. He is taking with him a great many new ideas which he expects to incorporate in their new fall line.

Michael Enright has joined the L. Bamberger & Co., store, Newark, as assistant buyer of the china department. He was formerly connected with a Canadian department store.

Charles A. Postley, head of the Chas. A. Postley Co., Inc., returned to New York on Saturday of last week from a three weeks selling trip through the middle west. He departed yesterday for a visit to Philadelphia to be gone a day or two.

George O'Hara, who assumed the buyership for the china, glass and housefurnishing departments of the Trask, Prescott and Richardson Co., Erie, Pa., recently has made a number of improvements to these departments. It will be interesting to note that this store has taken over the glassware department which they formerly rented and Mr. O'Hara will buy for it in addition to his other lines.

M. Hohoff, who for many years was assistant to Leo Hunkler, housefurnishings and china buyer for the Elder & Johnston Co., Dayton, O., has taken the position as housefurnishing buyer for the Wm. Hengerer Co., Buffalo, N. Y., relieving J. G. Paulette, of this work in order that he may devote all of his time now to china and glass.

J. H. Cecil Watson, formerly connected with the china and glassware business in New York and Boston, has purchased the Emerson China Shop in the Berkeley Building, Boston. Mr. Watson announces that he will continue the business along its previous high standards.

"Bert" Baker, of Gimbel Bros., Philadelphia, returned aboard the *Olympic*, Tuesday night from a six weeks trip to Europe.

Stephen J. Casper, of Western, Glass & China, Milwaukee, arrived in New York the early part of this week and sailed Wednesday night for Europe.

Halle Bros. Open New Departmen

One of the most attractive housefurnishing ments that any department store in the countr boast will be opened within the next week by th Bros. Co., Cleveland, O. Great credit is due Davis who will do the buying for the departmen way it has been arranged and appointed. Th are to be carpeted throughout and all of the fixt of mahogany inlay. A different way of show merchandise has been provided by Mr. Davis b of platforms. Each of these are also carpeted a brass railings and silk cord and provide an e background for the showing of white enamel to the best possible advantage. There are also tw plete kitchens built in the department. One of finished in white and the other in light blue. partment will be located in the seven story Hal Annex, which building is to be devoted exclus home wares, such as furniture, lamps, housefurn etc. Six elevators run up to Mr. Davis's dep which is without doubt one of the most except its kind that could be found in any store.

Dresden Pottery Sold for $50,000

The plant and equipment of the Dresden Pott at East Liverpool, O., was sold at public sale at Lis county seat, by Sheriff George Wright, shortly o'clock the afternoon of May 23rd to J. J. Purit combined bid of $50,000.

Mr. Puriton is at the head of the Potters Sa Loan Co., of East Liverpool, which interest filed t closure action against the company to protect its in a loan made the defendant pottery compan plant and its chattels had been appraised at $75, could not have been sold for less than two-third appraised value.

When the sale started, it was suggested that t of finished and unfinished ware and raw material tered first separate from the real estate. The hig on this unit was $1,000 offered by Mr. Purintor the land and buildings and equipment were offe while, and but one bid of $49,000 was received. came from Mr. Puriton. Sheriff Wright then the property off to the highest and only bidder.

Immediately after the sale, Mr. Puriton, would what would be done with the property. It is take tain that the plant will not be placed in immed eration.

ilson Warrin Wins Season's First Golf uney with Net 89 on Upper Montclair Country Club Links

an incessant downpour thirteen brave and hardy cts faced the inclement weather and played ery wet holes over the beautiful course of the ontclair Country Club on Thursday, May 19 to 1927 season of the Pottery, Glass & Brass Golf a n.

ston Warrin was the genial host of the day and by turning in a score of 90 less a handicap of net 89, the best score of the day. W. B. Tyn- a gross 90 minus no handicap for a net 90 fin- nerup.

ning considered a good time was had by all. No been set for the June tournament, which will over the Forrest Hills Field Club Course, at Hills, N. J.

yers paired up as follows for the May tourna- rst threesome: Tyndale, Lobsitz and Primrose. reesome: L. S. Owen, McKenzie and Ed War- osome: Quigley and Felix and a fivesome com- Hardenburgh, H. T. Owens, E. H. Oeck, Thorn- allwood. The following scores were turned in:

r	Gross	Handicap	Net
ndale	90	—	90
obsitz	—	— (out)	70
Primrose	115	10	105
n	101	4	97
Kenzie	108	12	96
Warrin	99	10	89
	(Picked up on 12th)		
denburgh	112	12	100
ens	110	10	100
k	99	4	95
ey	109	—	—
allwood	118	20	98
gley	(Picked up on 12th)		

Mandel Bros. Plan Remote Delivery

Mandel Bros., department store, Chicago, will erect a remote delivery station, to be ready for occupancy July 1. The firm has just secured, through a lease, a five-story building at 534 South Franklin street. As soon as the building is finished, the package assembling, shipping and all other sections of the delivery department will be moved. The plant will also give the store additional warehouse space. Under the new plan customer merchandise will be distributed from the central station to the other branches scattered throughout the city.

Although the central delivery station will be fully one mile from the store, it is planned to ship merchandise from the store to the station underground, by way of the Chicago freight tunnel. It is expected that this move will help reduce a considerable amount of delivery congestion in the loop area.

American Dinnerware Praised Over Radio

American-made dinnerware was given another boost over the radio when E. M. Diehl, secretary of the Columbiana County Motor Club, of East Liverpool, went before the "Mike" to broadcast from WLW, the Crosley station at Cincinnati, O., late last week.

In the few minutes allotted to Mr. Diehl to broadcast he said:

"To residents of Columbiana County, I want to say 'Hello' To the rest of America, I wish to say 'Buy American-made Pottery!'

"East Liverpool is situated in the Ohio Valley, 44 miles west of Pittsburgh and 104 miles southeast of Cleveland, is known as the Pottery Center of Americ a, it having 22 potteries making general ware and electrical porcelain. It is conspicuous for its 300 bottle-kilns projecting above the factories.

"East Liverpool's present population is approximately 22,000 and is the center of a drawing population of some 40,000.

"Directly across the river are the towns of Chester and Newell, W. Va., the former with a population approximating 3,000 and the latter 1,800. The area of East Liverpool is three and one-quarter square miles. It has 40 miles of paved streets, 35 miles of railroad, two interurban trolley lines and incoming and outgoing river steamers.

"East Liverpool has excellent public schools, Carnegie Library, two city parks, well equipped city hospital, Y. M. C. A., modern Chamber of Commerce, two modern hotels, a number of large garages, a nine hole golf course and country club and in addition a real motor club.

"Sixty-five per cent. of its population are home owners. It is the third largest English speaking city in the State of Ohio, 90.2 per cent. of the people use the English mother Celtic tongue.

"It is located on the Lincoln Highway, and its arms are open to welcome you when you visit East Liverpool."

A. E. Jacques New Halle Merchandise Manager

A. E. Jacques who has been identified with the Halle Bros., department store, Cleveland, O., for many years, has been named general merchandise manager for the downstairs store. The position was only recently created. He will have direct charge of all departments in this new section of the store. E. Barney has been named assistant to Mr. Jacques.

OBITUARY

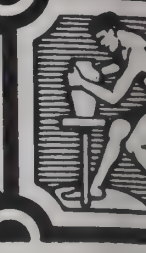
Mrs. Annie Jackson

Mrs. Annie Jackson, wife of William E. Jackson, president and general manager of the Empire China Co., Bur-

(Continued on page 31)



WHAT THE POTTERIES ARE DOING



May Erect Four New Tunnel Kilns in East Liverpool District

STRONG probability exists at this time of the erection of four additional tunnel kilns in this immediate district, and it may follow that official announcement of such an extension will be made within the next few weeks.

Three of the larger potteries in this district are now having tunnel kilns erected, and when the fourth interest enters the tunnel kiln field, there may be some changes in the complexion of the pottery situation hereabouts.

Several years ago at a meeting of the United States Potters' Association held at New York, it was suggested during an open floor discussion, that the time was approaching when manufacturers would be compelled to specialize more than ever before. And it now seems as if that time is close at hand.

With large producers steadily increasing capacity, and the smaller operators making no changes either in their plants or lines, it may follow that the former factories will be in a position to take care of much more business than at present, and on standard lines.

It was declared here this week that by the erection of tunnel kilns by the larger producers would not necessarily put the smaller operators out of business, but that the latter should make a study of a situation that is bound to be faced sooner or later, and enter a special field of production.

There is not at this time a single plant in the East Liverpool district producing a general line of vitrified china hotel and restaurant ware. This has been pointed out as one use to which a small plant could be put.

It has also been suggested that the demand for certain refractory lines far exceeds the supply, and on items that are in general use. Here also, it has been said a specialized line that a small plant could profitably feature.

Suggestion has also been made that the yellowware field is not overcrowded and that a small plant could enter this field, and still be on the safe side.

That the day of erecting small potteries is past. This is generally admitted by manufacturers. The present is the time of large factories, and the large plants cost a small fortune to erect and equip. It would then be folly for a concern of limited capital to enter the ceramic field unless that producer enters the specialty field, that is to say, to produce an individual line for which there will be a clear market.

The situation existing today was pointed out several years ago, and events since then have proved the wisdom of the statement.

Tunnel kiln plants hereabouts when placed
tion will employ more skilled labor than at pr
in the case where the proposed extension of
tunnels is proposed, the number of employe
doubled. That there will be no excess of la
these tunnel kilns are working is generally ad

Of all extension programs announced by
turers, each has been on a large scale. The
quired for these improvements is large. The
nerware plant will not be in a position to com
the large producers later unless the lines fe
the small manufacturer is specialized.

Claim Filed Against Cartwright

A foreclosure action has been filed in com
court by the Potters Savings & Loan Co., E
pool against the Cartwright Bros. Co., seeking
for $10,225, the balance claimed to be due on
$15,000 given Sept. 23rd, 1924, and secured by
deed on several lots in this city. Interest on
at 6 per cent. is asked in the petition, dat
May 1st.

Decorating Shapes More Active Tha

More or less apathy in the receipt of new b
noted in the East Liverpool district now, and
schedules are not up to former standards. Th
are inactive, and some others are operating o
schedules.

Mail orders are in fair receipt only, and n
amount of volume business is being underwritt
local manufacturers. Decorating shops are m
than clay departments, for the reason that so
have rather large stocks on hand.

There is a fair to moderate request for pl
ware, but room for improvement exists for thi
goods.

Department stores are ordering matchings f
diate requirements, although this distributing ch
been looking ahead in some degree for mercha
summer sales.

Taking the district as a whole, however, th
business situation can stand considerable imp
The jobbing interests have been taking their
quirements, but new orders from this class of t
not been as numerous as formerly.

Demand for yellowware is holding up well
production of the local district is being moved
in carlot shipments.

System of Kiln Firing Greatly Increases Production

ncement was made this week that the W. ge Pottery Co., operating four plants at East e, O., and Kittanning and Cannonsburg, Pa., sed a new system of kiln firing that will ly greatly increase the production of all fac- Some of the kilns at East Palestine and burg have been remodeled with this end in d in time all kilns will be changed to the new

nterest will not enter the tunnel kiln field, modeling of their present kilns will not only he capacity of the different plants, but will to better quality, which is the aim of this

Started on Homer Laughlin Plant

ovels now at work grading for the founda- e new plant for the Homer Laughlin China Newell, W. Va., are expected to complete work ext fortnight, it was declared this week. The t weather has delayed active operations on . However, the Laughlin Co., is going ahead rding of contracts for plant equipment, and the building is under road equipment will The same program is being followed in on as when their No. 6 factory was erected. is also being made in improvements recently y the Edwin M. Knowles China Co., and Smith & Taylor Co., where tunnel kilns are ed. Additional buildings are to be erected or, Smith & Taylor Co., while at the E. M. nt perodic kilns are being razed to make e tunnel kilns.

---

ckell, eastern salesman for the Smith, Phil- o., has returned to the home office after a er his territory.

---

lman Visiting in East Liverpool

head, of Hanley, England, is spending sev- the East Liverpool district, and will make ters here while making business visits to nt in this western district. He is showing a dinnerware treatments. Mr. Rhead last erritory last fall.

---

alle & Kock Store to Expand

le & Kock department store, Toledo, O., ake an extension to its store this year, plans ave been completed, according to salesmen ently visited that market. With additional available, it is said that some new depart- added, and that the glass and dinnerware

UNIFORMITY of COLOR and CHEMICALS---

OUR claim of uniformity of color and chemicals is more than a mere statement. Backed by an organization of nearly 50 years experience, and our own control laboratories, we can justly claim that our coloring materials and chemicals are uniform.

A valuable color harmony chart free for the asking.

R&H
REG. U.S. PAT. OFF.

COLORS and SERVICE

The ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Ave., New York

Boston	Cleveland	Pittsburgh
Baltimore	Kansas City	San Francisco
Chicago	New Orleans	Trenton
	Philadelphia	

"America's Leading Ceramic Material House"

section will also be enlarged. The improvement is expected to be completed before the close of the year.

St. Louis Jobbers Doing Well

According to advics received by manufacturers this week from their St. Louis, Mo., jobbing connections, the latter are in receipt of larger mail orders and the road men of these houses are also forwarding better business. In time this will be reflected in the East Liverpool district, it is pointed out. The St. Louis Houses have been in receipt of some new business from the flooded sections of the southwest and where waters have receded. The St. Louis market has always been active in the distribution of plain white ware, and of late there has been some increase in shipments of this class of goods to these distributors.

Marcus Aaron, president of the Homer Laughlin China Co., who with Mrs. Aaron have been making a tour of the Mediterranean have returned to their home at Pittsburgh.

Plants Working on Reduced Schedules

Reports received in East Liverpool during the current week from pottery sections outside the immediate district are to the effect that some plants are working but half time, or on an average of from three to four days per week. This is taken to mean that demand for domestic dinnerware at this time is rather slow.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Glass Manufacturers Interested in Proposed Chain Store Merger

FLINT glass manufacturers in this district showed considerable interest in the report circulated a few days ago in this district of the proposed merger of a number of small syndicate chain stores, each unit of which is a buyer of glassware. According to the rumors in circulation in the trade here, the merger would include the stores operated by the G. W. Murphy Co., Silver & Brothers, Neisner Brothers, The McLellan Stores Co., Metropolitan Chain Stores, J. J. Newberry and the F. and W. Grand syndicate.

According to further reports in this connection, it is related that it is proposed to draw into the new syndicate by consolidation of interests, a sufficient number of stores that would give the new concern possible sales of over $40,000,000 annually.

Should this deal eventually be put through, the syndicate would then rank in buying power with Woolworths, Kresge and McCrory.

One of the chains mentioned as a possible link in the proposed merger now operates over 100 stores, and plans to add 25 additional stores this year. The several interests are scattered over a rather wide territory which includes the east, middle west and southern states. While no major detail has accompanied the report of the proposed merger, it is said, however, that eastern financial interests would be concerned in the new move as soon as results of further conferences are announced.

Indiana Tornado Causes Loss to Trade

Glass salesmen traveling in Indiana have reported rather severe losses to some of their trade as a result of the tornado that passed over a portion of that state last week. In the business section of Indianapolis, the salesmen report that damage estimated at over $75,000 resulted from storm, and that among the large losers have been included the large department store of L. S. Ayres & Co., and the Star Department store. Large display windows were also wrecked in the department store of William H. Block Co.

McCrory to Open Three New Stores

Official announcement has been received by local glass manufacturers that the McCrory Stores Corp., will open three new units at once. These are located at Erie, Pa., Youngstown, O., Terre Haute, Ind., and at Baltimore, Md., the F. W. Woolworth Co., proposes to open another store. At the McCrory Erie, Pa., store, there included a department for merchandise selling to $1.

Louie Glass on Extra Time Bas

In order to maintain steady shipping sched plant of the Louie Glass Co., Weston, W. Va., placed on an extra time basis. Additional work also been employed at this factory. Reports f factory are to the effect that new business is receipt, and that many large contracts have bee written, all of which is keeping the large plant operation.

Glass Decorating Corp. Enlarges P

The Glass Decorating Corp., Baltimore, Md., buyer of special blanks for decorating and ac purposes has been compelled to enlarge its plan tional space and equipment has just been acqu this reason. The main offices of this company ar at Eastern avenue and 37th street, Baltimore.

Mrs. F. Hale Sails for Europe

Mrs. F. Hale, buyer of art goods for the K Department store of Pittsburgh has sailed for where she will spend from six to eight weeks in ferent markets. She will visit England, Germ France while abroad.

Demand for Footed Soda Glas

Quite a demand is being experienced this s a footed ice cream soda fountain glass. Mar more elaborate soda fountain equipment coni footed tumbler, and discarding the plain tum fits a metal holder.

Large distributors of soda fountain requis wholesale druggists and confectioners have b active in the glass market this season, and facto from these sources have been larger than those ago.

Glass Manufacturing on Seasonal Ba

Seasonable production schedules are being n by all flint glass manufacturers in this district, in the Ohio, and West Virginia territory. Th demand, however, is running rather strong to cialty and blown and stemware lines, and ship clude both crystal and colored glassware.

xclusive decorating shops report a nominal re- new business, although all distributors report ve market so far as the Mississippi valley and t trade is concerned.

ss north of the Ohio river is classed as good, western trade is also in good shape, so factory nagers relate.

id for colored glassware continues to hold steady, he entire line is in good movement for this sea- e year.

untington Store Shows Big Gain

ncement has been made by the Huntington Dry- ., the largest department store at Huntington, that its April business showed a gain of 35 per r that for the same month in 1926. This store loing a business of over $1,000,000 annually, ecord is declared to be the largest cash business imilar store in that state.

brgh Department Store Business Good

and glass of Pittsburgh department stores have g an excellent business during the last two though weather conditions have not been favor- tail trading. Many of these stores have been er late spring and anniversary sales, and some attractive values have been offered the public. re has been in quite steady movement, and there has been considerable inquiry for the , yet sales of open stock patterns and larger ns have shown an increase over the records ago.

tail demand for glassware is also holding up e current season, according to department man- he sale of flower vases and similar holders has dy and is increasing as the season advances. have liberal stocks of this item on hand.

Economy Line Has Biggest Demand

of blown and stemware ever featured before conomy Glass Co., Morgantown, W. Va., has a demand as that displayed here by the com- g the January market. The fact of the mat- line can be had in open stock, that is to say, e composition can be assembled from the same hether in crystal or colored glassware. Since ry market, however, several additional pattern added, and these have had an exceptionally since they were introduced.

Cder Houses Taking Usual Shipments

der houses are said to be taking usual ship- all lines of glassware catalogued during the arket season. The same report is heard about to the syndicate stores. The combined volume vo distributing interests is large, and on par- ns factories are on full production.

Westmoreland Glass Co.

Grapeville Pa.

Manufacturers of

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R. A. Keel
4439 Greenview Avenue
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1007 Filbert Street

BALTIMORE, MD.
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110 Hopkins Place,

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Is this bowl with low candlesticks to match—the newest addition to our No. 101 line of stemware and other tableware items.

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Dept. Store Sales Gain 8 Per Cent in April

St. Louis and Minneapolis Only Two Districts That Fail to Advance—Chains Increase 22 P. C.

Sales of 618 department and other retail stores which made preliminary reports to the Federal Reserve System were 8 per cent. larger in April of this year than in April, 1926. Sales of four mail-order houses were 6.6 per cent. larger than a year ago, while those of 5-and-10-cent chain stores (eight chains) were 22 per cent. larger. This large growth in sales in April, as compared with April of last year, reflected in part the fact that the date of Easter this year was approximately two weeks later than last year.

Reports from department and other retail stores by Federal Reserve districts indicate that sales were larger than in April, 1926, in all sections of the country except in the St. Louis and Minneapolis Federad Reserve districts, where they were slightly smaller. The largest increases, amounting to more than 10 per cent., were in the Cleveland, Chicago and San Francisco districts. Of the total number (618) of those stores reporting for the country as a whole, 454 showed larger sales than last year and 164 reported declines.

Percentage changes in dollar sales between April, 1926, and April, 1927, and the number of stores reporting are given in the following table:

Federal Reserve District	Number of stores reporting Inc.	Dec.	Percentage of Increase or decrease compared with April, 1926
Boston	72	15	+ 7.8
New York	46	10	+ 8.5
Philadelphia	63	21	+ 7.1
Cleveland	59	20	+10.5
Richmond	33	14	+ 5.8
Atlanta	24	9	+ 9.4
Chicago	42	18	+11.0
St. Louis	9	11	— 1.7
Minneapolis	10	6	— 1.9
Kansas City	17	9	+ 6.3
Dallas	13	3	+ 3.8
San Francisco	66	28	+11.2
Totals	454	164	+ 8.3
Mail order houses (4 houses)			+ 6.6
Five-and-ten-cents stores (8 chains)			+22.4

Kress Gains 15 Per Cent in April

S. H. Kress & Co. sales for April were $4,329,199, as against $3,764,229 for April of 1926, an increase of $564,970 or 15 per cent.

Sales for the first four months of 1927 were about $15,000,000 as against approximately $14,000,000 for the same period of 1926, an increase of a little more than 8 per cent.

Industrial Wages Decline Slightly

Collated figures for the industrial payrolls in the States in March show a drop of nearly 1½ p from the figure for March of 1926, following a of virtually the same size as between February and of 1926. Average weekly payroll in vario of industry for March, together with percentage from March of 1926, are:

Industry	March 1927	Pe Chan Marc
Automobiles	$10,820,000	-
Iron and steel	8,817,000	-
Foundry and machine shops	7,815,000	-
Carbuilding and repair	4,991,000	-
Cotton goods	4,012,000	-
Printing	3,851,000	-
Electrical products	3,507,000	-
Lumber and millwork	3,198,000	-
Boots and shoes	2,251,000	-
Slaughtering	2,111,000	-
Petroleum refining	1,781,000	-
Tires	1,729,000	-
Hosiery and knit goods	1,725,000	-
Baking	1,644,000	-
Men's clothing	1,614,000	-
Furniture	1,559,000	-
Pulp and paper	1,498,000	-
Woolen goods	1,350,000	-
Silk goods	1,277,000	-
Steam heat apparatus	1,171,000	-
Glass	1,059,000	-
Machine tools	957,000	-
Hardware	895,000	-
Agricultural implements	781,000	-
Other industries	13,946,000	
Total	$84,359,000	-

Montgomery Ward Opens

Fostoria, O., city was selected as the first con with a population of more than 8,000 in which gomery Ward & Co., Chicago mail-order concern, its exhibit store.

The manager of the Fostoria exhibit declared, ing to newspaper reports, that the installation of hibit had the effect of bringing to each community it has been established a large number of peo might not otherwise be brought to that commun represents that all merchants profit thereby. Th ager of the local store has been brought here f West, although it is said that all of the other e are local people.

Send a suggestion to Peter Potter

man's New Lamps and Lanterns An Instant Hit

New Type of Lamps and Lanterns Being Featured by Fashionable New York Department Store Made from Silk That Is Shellacked

By Norton B. Jackson

s been left for B. Altman & Co., one of New Yo's most fashionable department stores to offer o s customers a new and distinctive type of lamp an rn that has proved instantly popular with the o fine home furnishings. The lamps and lanerns a of oil silk stretched over a metal framework e cked. They are in various brightly colored hues re e brain children of the store's merchandise man-

i a was first tried in the small shapes and turned er successfully. Next they were tried in larger an the result was most pleasing. The material used na ral silk and when varnished it becomes very le although it is not guaranteed to be absolutely er oof. It is the store's belief that a lamp or lan- si from being novel and new must be durable os ss wearing quality as well, and with this idea in B Altman & Co. have gone ahead and put out the ar shed shade that has proved such a success.

se ew lamps and lanterns are suitable for summer a sun parlor or winter ballrooms and festive oc- s. Particularly are they desirable for summer ho- A a means of advantageously displaying these new A nan's have arranged a section of their lamp de- en off to one side where the lamps and lanterns are ong with Japanese grass mats with designs of fl ers and flamingoes with which they are particu- su ble. The predominating colors are green and in and some of the lanterns are on a grand scale fo and a half feet high.

co rast to the silk lanterns is a small bird-house l p worked in silk and with a drawing of a bird. si of this is a beautiful parchment creation tri- sh ed with a star as a basis, while a parchment bird an with a brightly-hued parrot is also on display. pa cular lamp is eighteen inches in height.

na s keep close tabs on the prevailing color schemes te silk creations. A heart-shaped silk lamp in ys bears testimony to this policy and is truly ex- . There are lamps and lanterns in greens, blue, in and varied hues that simply fascinate the be-

th main section of the Lamp Department of the fi h floor may be found all kinds of lamps ranging sm ll boudoir lamps to elaborate table and floor his department is ideally situated and adjoins ig nd Carpet and the China and Glassware Depart- s hat naturally enough many joint sales are made it n tends to display the other to its best advantage.

A beautiful Japanese lantern, green and blue, is displayed. This is in three sections and has at its summit a coolie's hat. This lamp, because of its uniqueness and natural attractiveness, has proved a very good seller. It is made of parchment and displays an unusually pretty design.

All lamps and lanterns in the Altman store are selected with the greatest care, the store's idea being that a lamp "Must have sustained attractiveness under wear."

The Beneficent Highwayman

The hold-up man, the modern version of the highwayman, has, it appears from an investigation made by the Department of Manufacture of the Chamber of Commerce of the United States, been chiefly responsible for the growing abandonment of the old method of paying employees in cash.

It was found that more than one hundred large concerns have adopted the practice within the past year of paying by check as a safeguard against robbery and a protection to human life. The latter being necessary because the safety of the men handling payrolls cannot be insured although the payrolls themselves can.

The replies from the establishments that have adopted the practice indicate that benefits other than those aimed at have been achieved. It has been found, for example, that the employee is encouraged to keep his money in the bank; that thrift is encouraged, and that certain other advantages both to employer and employee are obtained.

"In brief," says the Department, "it seems to be viewed as a more orderly and businesslike way of handling this important problem."

Glass Plant for Ukraine

A glass manufacturing plant on American lines is to be established at Kiev, in the Ukraine, it was announced yesterday by the Amtorg Trading Company. The plant will cost $3,000,000, of which equipment valued at $1,200,000 will be supplied by American firms. The annual output will be 22,000 metric tons of glass.

Negotiations with American firms were carried on by F. A. Rataichak, President of the Porcelain and Glass Trust of the Ukraine, who with J. B. Seldes and F. S. Kariagan formed a delegation sent here for the purpose. Production of glass in the Soviet Union fell in 1920 to less than 4 per cent. of pre-war volume, but is now above that level. It increased 60 per cent. last year and is expected to increase 30 per cent. this year.

What's New in New York Showroom

Theo. Haviland Exhibit Discloses a Wealth of Beautiful Patt

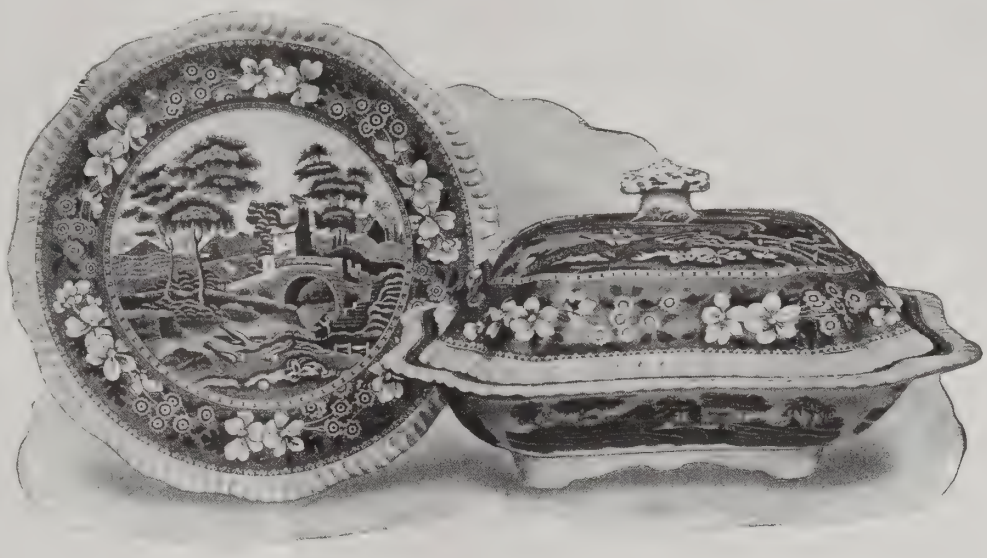
IN a setting that provides an ideal background for the beauty and charm of their comprehensive display of dinnerware offerings the exhibit rooms of Theodore Haviland & Co., Inc., 26 West 23rd St. are indeed worth going out of one's way to see. There is a selection of exquisite treatments on shapes of distinct individuality that would not be easy to equal. In such an array it is really a task to place any one before another. Each treatment combines a perfection of balance that is truly typical of Theo. Haviland. And here emphasis should be made relative of the firm's policy in producing their patterns. Each one introduced is conceived with the idea of receiving special recognition and continuing in demand. To perhaps better illustrate this point, where ten new motifs are put out by the factory, only one of the ten will be placed before the trade. The firm's judgment has first to be satisfied and absolutely assured to the point as nearly as possible to judge that it will be a decoration capable of sustaining the concern's reputation for the high character of their productions and will endure in its popularity and demand. In looking over their patterns there is a wealth of material to write about. One treatment, the Saumur, presents a perfect symphony of harmony which is at once impressive. This shows a charming chain arrangement of dainty flowers worked out around the flange of the plate appli a rich ivory rim background. Lovely shades of bl low and red, interspersed with delicate green leaves predominating colors employed. At just one point treatment a larger floral group of the same flowers ried down from the flange towards the center of th A black verge hair line and narrow gold border cor an appropriate finishing touch. It is most interes note when studying this decoration how the tasteft shading serves to bring out the forms of the flow most true to nature. The more it is looked at the grows upon one. Then there is another treatme Chateau de France, which is very characteristic Theo. Haviland type. Here is introduced a con floral border idea also on an ivory rim background rose is the outstanding flower used for this and junction with it other delicate little flowers are telling advantage. Against the white center the sam ers are used in a large wreath and again in the ce this wreath is an old castle. The same excellence o ing has been carried out in this decoration. It is fully colorful in reds, blues, lavender, yellow and completed with a black verge and gold edge lines.



Showing a section of the Import Salesroom of Theodore Haviland & Co., 26 West 23rd St., one of the most art showrooms in the New York market.

Pink Tower—A Beautiful Spode Creation

One of Spode's very earliest attempts in underglaze printing is represented in the Pink Tower pattern which is recently featured in the display of this line at the showrooms of Tiffany and Thompson showrooms, 206 Fifth Ave., American representatives for the factory. This particular engraving was first produced between 1776 and 1790 and is one of Spode's finest examples of the early English motif. The border of this decoration is of floral design while the center shows a typical English landscape. In passing it is interesting to note that this engraving is reputed to have been taken from the Spode estate and was drawn by a noted artist of that period. The perfection of the design has been proven by its continuation down to the present day and is applied on the Gadroon shape which is of the Georgian period of the London silversmiths and is faithfully reproduced. The fact must not be overlooked that this pattern is produced today from an old copper plate of an original engraving. Early examples of this particular print are greatly sought after by collectors. The print is applied under the glaze and the Gadroon border makes it a decoration that may be used formally if so desired. A feature of this decoration is the way in which the high lights and depths of the engraving are brought out, thus giving three distinct tones of pink from the one print.



Straus & Sons Featuring Continental Art Pottery

One of the latest import lines to grace the showrooms of Straus & Sons, Inc., 119 Fifth Ave., is their display of German Faience Art Pottery which has only recently been placed on view. This line presents a splendid selection of items outstanding among which is a large assortment of combination cigarette and match boxes, together with an ash receiver. There are also a number of very pretty flower holders. The combination cigarette boxes are exceptonally original and attractive and are certain to make a decided hit with the smoker. They are modeled in the shape of animals such as camels, elephants, dogs, mules, etc. Some are shown in a standing position while others are seated. A feature of the ware is the remarkably fine way in which the figures are modeled and the very handy arrangement of the compartments for holding the cigarettes, and ashes. These are made to represent a carrier on the back of the animals as shown in the illustration. The flower holders are equally is attractive, in fact, from the viewpoint of decoration, more so. Female figures either grouped or single are used for their decorative purpose and it is not difficult to imagine how pretty these will look when they are filled with flowers. All of the items are attractively priced.



Vogt & Dose Display Splendid Selections in Dinnerware

A number of charming new patterns in French dinnerware, about six of which are to be featured in open stock, are to be seen in the display of Vogt & Dose, importers, 14 West 23rd St. A visit to the interesting exhibit rooms of this firm invariably assures a treat and more than repays one for the time spent. The beautiful new additions to the line are unusually good and should not be missed. In combination with the new patterns is the firm's new Valenciais shape, which, for the comparatively short time it has been on the market, has proved a real winner. From a standpoint of grace, proper proportion and quality it is quite up to the usual high standard of this concern. Among the patternrs floral sprays against rich ivory backgrounds predominate. A choice of several gold encrustations in combination with ivory also command special attention in the display. One exceptionally pleasing motif employs a series of delicate flower sprays spaced at five equal intervals around the rim of the plate on an ivory background. A center motif features a gorgeous floral bouquet against a white background. A fancy border idea has been utilized around the shoulder of the plate and a gold edge line completes the decoration. In coloring this treatment is exceptional. It could almost be said that every possible hue has been introduced. The general effect obtained, together with its perfect harmony and balance makes this one of the outstanding treatments of the exhibit. In addition to their French dinerware the firm are also showing a splendid assortment of salad plates, luncheon and breakfast sets from their English factories, all of which are in a wide variety of excellent decorative treatments and present attractive "buys."

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

E. M. Meder Visits Factories

E. M. Meder, of E. M. Meder Co., 17 North Wabash Ave., spent last week visiting three of the companies he represents, namely, Jeannette Gloss Co., Maryland Glass Co., and the Canonsburg Pottery Co. Mr. Meder announces the latest line in new ivory made by the Canonsburg Pottery Co., will be on display in his showrooms within the next ten days. Within the next week he also expects to show some new designs in long stemware, made by the Maryland Glass Co.

Clyde Reasner has just returned from a visit to the plant of the D. C. Jenkins Glass Company, Kokomo, Ind.

T. J. Kelsy, of Kelsy & Bartos, DeKalb, Ill., was in town the early part of this week on a buying trip. He made many calls, both business and social in the Shops Building.

C. D. Sprang, of the E. M. Meder Co., 17 North Wabash Ave., has just returned from a two month through Indiana and Ohio. Mr. Sprang reports that ness throughout these two middlewest states has decided improvement in the past few months.

The Tolpin Studios, Inc., 2129-31 West Van Bure has recently capitalized at $20,000, to act as deco and importers of fine chinaware. Isaac Tolpin, Emi pin and Sonia Tolpin are the incorporators.

The Albright China Company, Carrollton, Ohio discontinued its Chicago office and display, former cated in the Garland Building, 58 East Washingto

A fire recently broke out in the plant of the A. L. dall Company, 555 West 76th St., manufacturers o niture and novelties. The loss was comparatively s

F. T. Renshaw, 30 East Randolph St., is displa fine line of warm weather items in ice tea and tumblers made by the Monongah Glass Company. company is also showing a new lightweight table tum

The Glass, Pottery, Lamps and Housefurnishings ciation of Chicago met at Mandel Bros., last Thurs discuss final details of the Golf Tournament held day, May 24, at the Glencoe Golf Club. Seventeen bers were present. Three committees were appo Th Membership Committee headed by M. M. Sim chairman, was composed of F. D. McAnulty, Bert Ri LeRoy Larson and A. E. Sehlbach. The Exhibition mittee was made up of E. M. Meder, chairman, Cly Reasner, Oscar Helm, Ira A. Jones and Charles Ho The Publicity Committee was composed of A. H. Anulty, Roy Mackie, Clyde W. Reasner, W. C. Owe Rudolph H. Soukup.

Geo. T. Keyes Resigns

George T. Keyes, assistant general manager of B ingdale Brothers' department store, will become ciated with Gimbel Brothers in charge of the firm's tral buying offices.

Prior to joining Bloomingdale's Mr. Keyes was R. H. Macy & Co., Inc., as head of the compariso partment, with the La Salle & Koch Cox, Toledo which is affiliated with the Macy store. Before th was with the Associated Merchandising Corporati

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THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

olored Glassware Gaining Home Favor

NE result of the increased use of color in household furnishings is the present vogue of glassware in delicate hues. Equally interesting is the wider o glassware, both crystal and colored, on dining table, ta e and in luncheon sets.

ol ed and decorated glass has, of course, been em- e for many years for general decorative purposes; n until recently has glass taken an important place n he intimate utensils of daily life. Glass manufac- rs have called in the aid of real artists in color and n as to make their wares attractive enough to com- v h china, pottery and metal articles for which glass l ically be substituted.

h have been, indeed, many precedents for the use ea iful glass in the plates and bowls, candlesticks and s, owder boxes and lamp stands now produced by er n craftsmen. Not only Venetian glass, known for pe ty since the fifteenth century, but also the more es products of Colonial furnaces serve as inspirations. la ware may now be had for the dining table in com- e vices. One may have a choice of colors in fine le such as amethyst, jade and delicate blue. If the n d color of plain glass are not sufficiently alluring he ostess, she may choose sets ornamented with a at y etched design.

an esticks in glass, either crystal white or colored, es cially effective when used with other glassware, le a new note of richness to the modern table. With ne low form of candlesticks intended for very tall lle are appearing old glass candelabra, their arms ne with dangling prisms. Color is here also. Some le ra show a base of tinted glass with arms of crys- V es and bowls for flowers and covered jars of vari- sh es and hues—either old forms or modern adap- ns or new uses—may now be obtained.

me can glass makers are proving that they can compete successfully in beauty with the work of overseas craftsmen. That does not mean, however, that European workers and designers in glass have no more exquisite products to offer us.

The most noted glassmaker of Colonial times was Baron Stiegel, who enlivened the community of Manheim, Pa., for ten years with his wonderful glassmaking and his eccentricities. His glass is highly prized by antiquarians today. Another early Colonial glassmaker whose work has come down to us—Caspar Wistar—is noted for his combination of clear glass and one or more colors in the same piece. His works in South Jersey turned out beautiful and useful ware for forty years, until the business depression of the Revolution ended its career. A scent bottle, its form suggesting a sea horse, and a quaint, tall candlestick, the latter now in the Metropolitan Museum, together with other early American glass, suggest something of the products of these early American craftsmen.

Reproductions Are Plentiful

For those to whom new designs have not the appeal that the old possess, there is the collection of old glass—a hobby to which more and more are succumbing. One may confine one's activities to early American specimens or one may seek the glass of eighteenth-century England. Old Dutch and German glass and ancient Venetian products also lure the collector, once he has started on the quest.

Considerable caution and much knowledge are necessary in gathering glass other than of today. Reproductions, often hard to distinguish from old pieces, are plentiful. Reliable dealers, of course, sell them frankly as modern copies.

One of the significant developments in household furnishings in this country has been the recent interest shown in furniture made of wrought iron. Iron sounds like a

(*Continued on page* 30)

SPODE'S JUNE



THE accompanying illustration shows the most beautiful design brought out by Spode on the flower embossed shape. The design has a Chelsea feeling. The bird panels are placed between the embossments on the rim, with a conventional narrow border running on the verge. The center is a very quaint English flower group, done in fine lines. The whole pattern is printed green and painted in rich warm enamels of orange, green, and red, all under the glaze, the underglaze application adding richness to the enamels. These effects combine to give a pattern of much quaintness and warmth.

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DINNERWARE



A unique floral border arrangement in a clever blending of yellow, dark and light blue, green, pink and black with edge line, traced knob and handles in brownish red. Shown on the popular Columbia Shape.

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PACIFIC COAST
Harry O. Davis
728 S. Manhattan Pl.
Los Angeles

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel

CENTRAL WEST

George Sedelmeier
914 N. East St.
Bloomington, Ill.

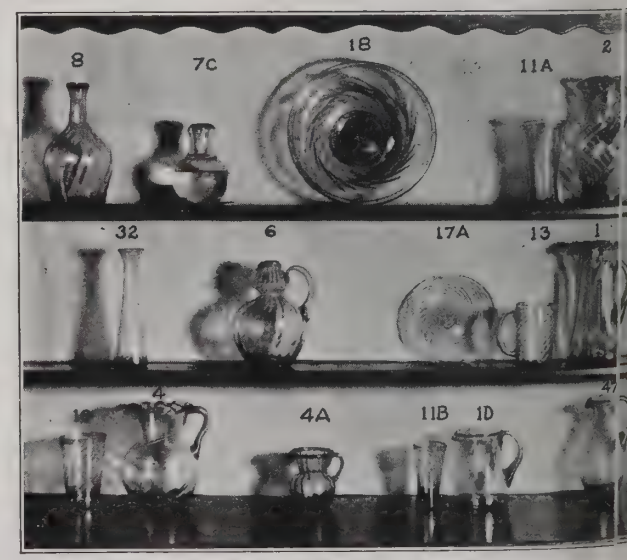
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Roseville, O.

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SELDEN SELECTIONS

MEXICAN GLAS



The tiny bubbles captured in the glass give to this assortment of bottles, jugs, platters, tumblers and vases the delightful semi-c[illegible] appearance so much in vogue. The colors are either clear aquam[illegible] or light green. A catalogue awaits you.

TALAVERA IMPORTING CO.

HOWARD G. SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK

322 E. Colora[illegible]
Pasadena, Ca[illegible]

Puzzle and Ponder Over the Krockery Kwizz

PUT on the old thinking cap and puzzle awhile over the following ten krockery kwestions which are all pertinent to the china and glass trade. You'll find some of them fairly easy while others call for a deal of thought. After you finished in addition to having a lot of fun you will have increased your knowledge of the crockery and glass game.

Here's the Kwizz for this week. Answers may be found on page 31.



1—*What is the meaning of ceramics?*

2—*What are the main processes in the manufacture of dishes?*

3—*What is pottery?*

4—*What is the meaning of the term china?*

5—*What confusion is there about the term china?*

6—*What are the chief ceramic products carried in department stores?*

7—*What is Swedish ware like?*

8—*What firm puts out the Chusan pattern?*

9—*What things may cause the body of ware to lose its beauty?*

10—*What should be considered if dishes must be used for a long time?*

(*Answers To These Questions On Page* 26)

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

for use in
RESTURANTS
RAILROADS
STEAMSHIPS
HOSPITALS
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Kansas City
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San Francisco
THE MYERS CO.
Los Angeles

ECONOMY GLASS CO.
Morgantown, W. Va.

"Pottery and Porcelain"
By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
45 East 17th Street
New York, N. Y.



Chain Stores Show Big April Gains

ney Advance Is 54 Per Cent.; Metropolitan 34 d Woolworth 18—McLellan Is 59 Per Cent.

Chain-store sales for a long time have been increasersistently, and if the totals now available may cepted as typical, the April business will reveal most substantial gain of any month in more than r.

F. W. Woolworth & Co., report a gain of nearly 18 cent. in its April sales over a year ago and the dent, P. T. Parsons, embellished the figures by statthat business increased in every one of the thirteen ths for the first four months this year except Florida. The Penney stores gained 54 per cent., Metropolitan 34 per cent.; McLellan, nearly 59 per cent. It not detract from the significance of these returns they reflect in part a growth that is peculiar to this f store and one that has been in progress for some

The sales of the Piggly-Wiggly Western States Co., April amounted to $1,161,921, against $579,359 in 1926, an increase of $582,562, or 100.5 per cent., comparing with $1,158,821 in March, 1927. For first four months of 1927 sales amounted to $4,-3,8, against $2,363,393 in the same period of 1926, increase of $1,909,765, or 80.8 per cent. Sales for twelve months ended on April 30 were $9,956,066, t $6,829,014 in the previous year, an increase of 1,052, or 45.8 per cent.

A new high record of monthly sales for The Hart-n Corp. was set last month, the net sales being $2,-9,2, an increase of 4.5 per cent. over April, 1926, sales were $2,238,378. The four months' volume ar is $5,519,360 against $5,666,087 last year, a de- of 2.5 per cent.

Lit Bros. Medical Dept. Treats 29,000

tment-Store Dispensary Handles Average of 99 Cases a Day—957 Accidents Annually

place a medical department occupies in the modern ment store is discussed by H. E. Bartown, of the School of Business, in a study of the work of Dr. warz at Lit Brothers department store, Philadel-The study says:

"The medical staff maintained by Lit Brothers, under the direction of Dr. L. Schwarz, treated in their dispensary during 1926, 29,546 patients, an average of 99 patients for every day the store was open. In addition to this the department cared for 957 accidents in the surgical dispensary. The store furnishes for its employes a hospital, a dispensary, a dental department, an industrial clinic, and eye department, a department of chiropody, all in charge of competent doctors and nurses.

"Because of this constant medical supervision loss of time on account of illness is less in this store than in any other department store in the city. During 1926 only 97 out of each 1,000 members of the beneficial association lost time because of illness.

1041 Patients in Beds

"The hospital beds were occupied by 1,041 patients during the year, the hours of occupancy amounted to 1,509, the average hours per person being 1 43-60. The loss to the employer in time because of this hospital treatment as compared with the working hours was for female employes a trifle over ¼ of one per cent. and for all employes ⅛ of one per cent. This loss is negligible as compared with the time which would have been lost to the employer had it been necessary to send the employes out of the building for medical treatment. The beneficial association of the store has the lowest death rate of any of the large department stores. For the years 1919 to 1927 the average death rate was 21, or 6.1 per thousand.

"The personnel department of the store has made a careful study of tardiness. In one department of 1,500 employes the time lost during the year because of lateness was 1-14 of one per cent. of the total working hours.

"The medical and welfare department of the store has reduced the overhead by preventing accidents, illness, etc., adjusting claims, giving immediate advice, aid and treatment both to customers and employes.

"The restaurant for employes of the Lit Brothers Store furnishes 529,327 meals a year at an average cost of 16 cents. The food is of the best quality and is well prepared. The medical department believes that the restaurant has not only reduced the expenses of the employes, but has also helped to maintain the high physical standard."

GLASSMAKERS CHEMICALS

Copper
Chrome
Cobalt

OXIDES

Antimony
Uranium
Manganese

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American Homes

Albright China

for the Jobber and Syndicate Buyer

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Highland .....plain
Pilgrim .....octagon

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Carrollton, Ohio

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9 Kilns

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The Carrollton Pottery C

INCORPORATED 1903

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"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

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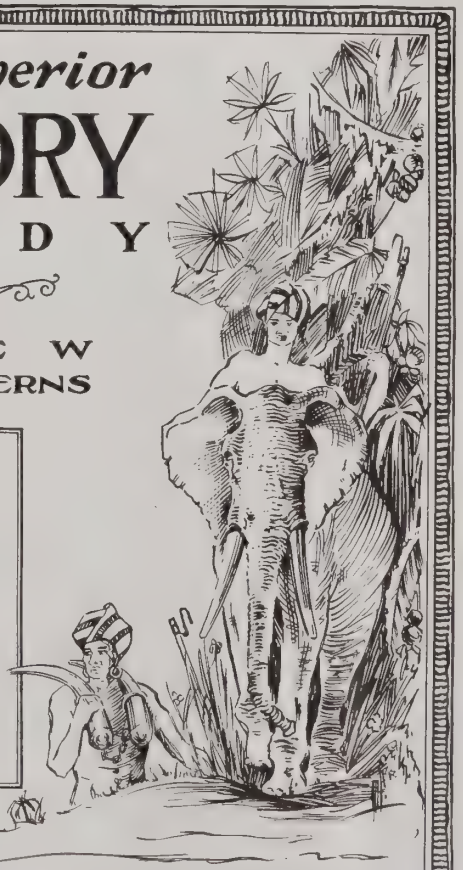
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IVORY
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PATTERNS



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E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE, O.

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

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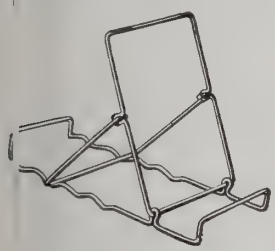
SOLE AGENTS

24 West 23d St. NEW YORK

Telephone Gramercy 5150

ress Up Your China Department

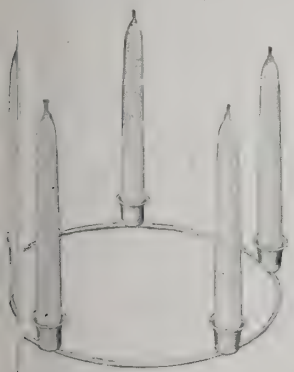
th Timberlake Easels and Racks. Ask for new catalog 35-C showing nplete line, including table decorations, candle holders, and so forth.



547 Adjustable Easel. Morgan nt 6-5-23. Holds Everything



No. 153 Plate Rack



20 E-5 10" Table Decoration nt Applied) Holds whip or stand- andle. Udylite Plating resembles



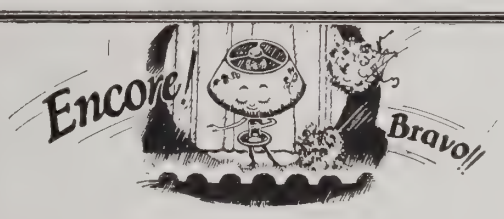
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Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

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PROMPT DELIVERIES

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NEW YORK WAREHOUSE

5 W. 20TH ST.

JOHN L. PASMANTIER & SONS

ANSWERS TO KROCKERY KWIZZ ON PAGE 21

1—The art of making and firing clay products is spoken of as ceramics and all articles so manufactured may be called ceramic products. Since dishes are made of clay and then fired, they are included under ceramic articles.

2—Mixing, shaping, firing, glazing and decorating.

3—Any article which has been made of clay and then baked is called pottery. In department stores the word is most often heard in connection with articles which are opaque (allowing very little light to pass through) but pottery is not a restricted term. Any ceramic product from the lowest form of coarse, unglazed ware to the highest grade of china may be called pottery.

4—China is a ceramic product with the following characteristics it is vitrified, it is translucent, and it is always glazed. It has become vitrified because it has been subjected to intense heating. It has really been brought to the fusing temperature, that is, almost to the melting point. In consequence, the tiny particles of clay have been practically melted into one another and have been made almost like one substance. The body of the china has become solid and close and smooth, not at all porous as it was before it was fired. If a piece of china is broken it is practically impossible to tell where the glaze ends and body begins, while in ware that is not vitrified, the glaze seems like a separate layer on the surface.

The term translucent means that a good deal of light is allowed to pass through. A translucent ware is different from a transparent product, which may be seen through. For instance, glass is transparent, while the most delicate china cannot be more than translucent. If it is possible to see a shadow through a thin plate which is held toward the light, or perhaps to look from the under side and see that there is a pattern on the top side, the plate is said to be translucent. Lenox china is a good example. Translucency is produced only when the firing has been intense enough to cause vitrification.

The superiority of china over earthenware is due to the fact that it is made of purer clays and that it is fired in much greater heat. Both of these factors add to its durability and its beauty.

Formerly, the best way of distinguishing china from some cheaper product was by observing its translucency, but it must be stated that many dishes with china bodies (especially those made within the last 10 years) are too thick to be really translucent. Cups are mo likely to be thin enough to show the desi from the under side. As a rule, transluce dishes are more expensive than others, b some opaque wares are just as valuable certain kinds of china. They are made fro paste that has been most carefully prepare they are very attractive in design and col and are rightly famous.

5—The term china, as well as the wo porcelain, is very frequently misused. O firm may advertise its products as semi-vitri ous (a form of earthenware) while anoth may use the name china. Yet both wares ma be practically the same in comparison and fi ing. Even though an article is stamped chin it may not have a true china body and it ma not have had the intense firing which all tru china must undergo. But because we u chinaware to mean almost the same thing dishes in general, this use of the term has b come common. The confusion makes a caref classification of pottery very difficult.

6—There are two: (1) earthenware; (2 china — it will be noticed that this does no include glassware. Glassware is not compose or manufactured like ceramic articles.

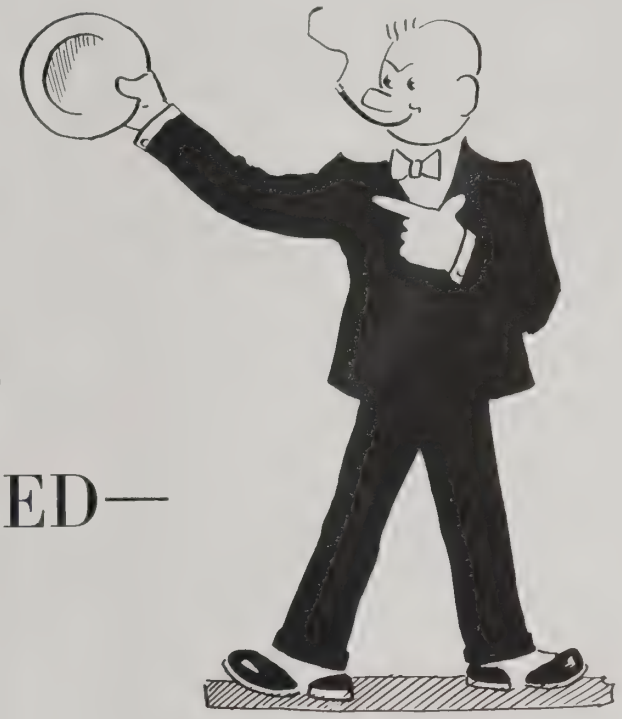
7—A good deal of Swedish glass is used i this country. It is, on the whole, heavier an less expensive than the English and the Be gian ware sold here.

8—The Smith-Phillips China Co.

9—Crazing and discoloring may ruin th body of a ware. When the glaze and the bod of a dish are of the same density, crazing impossible. But if the composition and th firing have not been just right, the glaze likely to contract more than the body and th surface will then break into hundreds of tin cracks. This is called crazing. If a colore liquid is put into a crazed dish, some of th color sinks into the cracks and tends to mak them more noticeable than ever.

10—Mere novelty ware should not b bought if dishes must be used for a long tim They will go out of fashion and will have t be endured or replaced. To guard again choosing an article that is merely of tem porary value, a standard shape should b chosen. Extremes should be avoided. Ther are so many simple, beautiful shapes tha there is little excuse for buying awkwar ones. Extremes in pattern or color are like wise undesirable. Conservative designs an subdued tints are more satisfactory tha startling effects if they must be looked at da after day. If a pattern is in open stock, th fact adds to its desirability because new piec may be bought at any time.

GOOD DINNERWARE IS ALWAYS ADMIRED—



Good dinnerware is always an object of pride. The manufacturer of a beautiful dinnerware creation takes great esteem in his product. The body, pattern and shape are all the result of infinite care and planning—the result itself an achievement.

In the showrooms the dinnerware beautiful is displayed to its best advantage and after it reaches its final destination the home, it becomes the pride of the good housewife whose well-laid table it graces to her great joy and satisfaction.

It is always a matter of personal satisfaction to the Advertising Department of the CROCKERY AND GLASS JOURNAL to prepare layouts and display the dinnerware creations of the potteries to their best advantage. The experience and cooperation of this department is always at the service of manufacturers without additional cost.

A postcard request
will bring our rates

Demarest Publications, Inc.

45 East 17th Street New York

New York Imports

May 18th

S. S. Caledonia, from Glasgow, Scotland

Kuyper, H. C., Inc., 14 crates earthenware
Gunthel & Cruveilher, 8 packages earthenware

S. S. Lapland, from Antwerp, Belgium

Justin Tharaud, Inc., 19 cases crockery
Downing, R. F., & Co., 75 cases crockery
Kahla China Corp., 2 cases crockery
Rosenthal China Corp., 17 cases crockery
Altman, B., Co., 2 cases earthenware
Abraham & Straus, 2 cases earthenware
Panama Pacific Line, 10 cases crockery
Thurnauer, G. M., & Co., 7 casks crockery
Goetz, O., Inc., 31 cases crockery

S. S. Albert Ballin, from Hamburg, Germany

Vandegrift, F. B., & Co., 26 cases glassware
Tomby, B., & Co., 36 cases crockery
Davis, Collamore & Co., 3 cases hollow glass
Kahla China Corp., 3 cases crockery
Graham & Zenger, Inc., 64 cases crockery
Reimer, F. C., & Co., 8 cases crockery
State Fwdg. & Shpg. Co., 6 cases earthenware, 2 cases toys
Kramer & Lange, 15 cases toys, 1 case crockery
Hearn, J. A., & Co., 1 case crockery
Borgfeldt, G., & Co., 35 cases toys, crockery, etc.
Atlantic Forwarding Co., 21 cases earthenware
Khouri, A. N., & Bros., 1 case china
Downing, T. D., & Co., 1 case earthenware
Henshaw, G. A., & Sons, 1 case earthenware
Stern, S., 1 case crockery
Sullivan, W. C., & Co., 54 cases crockery
Kronheimer & Co., 1 case chinaware
Sheldon, G. W., & Co., 13 cases glassware, etc.
Koscherak Bros., 14 cases crockery
Amer. Exch. Nat'l Bank, 3 cases earthenware
Sheldon, G. W., & Co., 9 cases majolicas
Brown & Roese, 1 case majolicas
Amer. Shpg. Co., 5 cases majolicas
Stern Bros., 1 case hollow glass, 1 case crockery
R & G Import Co., 12 cases crockery, glassware, etc.
Downing, T. D., & Co., 8 cases crockery, 1 case hollow glass
Downing, R. F., & Co., 6 cases hollow glass
Heinrich & Winterling, 2 cases crockery
Meadows, Wye & Co., 5 cases china, etc.
Draeger Ship Co., 12 cases porcelainware
Weissman Importing Co., 1 case crockery
Globe Shpg. Co., 124 cases toys, crockery, etc.
Bernard, J. E., & Co., 162 cases toys, crockery, etc.
Straub, P. A., & Co., 67 cases hollow glass
Metropolitaan Pottery Co., 76 cases crockery, 70 crates, crockery, 3 cases glassware
Straus, N., & Son, 52 cases earthenware
Bloomingdale Bros., 19 cases earthenware

May 19th

S. S. Taketoyo Maru, from Hongkong, China

Dowaleby, G., 1 case porcelain ware
Blum, H., & Co., 30 cases porcelain ware
Japanese Fan Co., 25 cases earthenware
Morimura Bros., 48 cases earthenware, etc.
Lind, F. C., & Co., 2 cases porcelain ware
Wanamaker, J., 11 cases earthenware and toys
Mogi, Momonoi & Co., 24 cases earthenware and curios

From Nagoya via Yokkaichi

Taiyo Trading Co., 319 cases porcelain and earthenware
Tuska, A. L., & Son, 40 cases porcelain and earthenware, 86 cases porcelain
Gimbel Bros., 14 cases earthenware
N. Y. Mdse. Co., 21 cases porcelain
Imoto Bros., Inc., 92 cases porcelain and earthenware
Ross, G., & Co., 8 cases porcelain and earthenware
Gimbel Bros., 14 cases earthenware
Nara Trading Co., 5 cases porcelain, earthenware, etc.
Bloch, L. D., & Co., 43 cases porcelain, 121 cases porcelain
Mohawk Novelty Co., 14 cases porcelain
Butler Bros., 63 cases porcelain
Mogi, Momonoi & Co., 166 cases porcelain and earthenware
Haruta & Co., 223 cases porcelain and earthenware
Nagoya, Seitosho, Ltd., 135 cases porcelain
Morimura Bros., 647 cases porcelain
Woolworth, F. W., & Co., 135 cases porcelain
R. & G. Import Co., 58 cases crockery
Gary, Eigner Corp., 72 packages crockery, etc.

FromTokio via Yokohama

Globe Shpg. Co., 35 cases porcelain

S. S. Celtic, from Liverpool, England

Gunthel & Cruveilher, 2 casks china
Bassett, G. F., & Co., 17 crates earthenware
Maddock & Miller, 56 crates earthenware, 6 casks china
Higginson, G., & Co., 3 crates earthenware
Fondeville, A. J., & Co., 8 crates earthenware
Rowland & Marsellus Co., 5 cases earthenware
Sellers, C. W., & Co., 19 casks earthenware, 5 casks china
Bernard, J. E., & Co., 1 cask eathenware
Edmiston, H. C., 9 packages china and earthenware
Davison, J., Inc., 15 cases china and earthenware
Plummer, W. H., & Co., 3 hogsheads earthenware, 1 cask c
Guaranty Trust Co., 6 crates earthenware
Gerlach, F. C., & Co., 16 hogsheads earthenware
Downing, T. D., & Co., 1 crate earthenware
Wolf, L., & Co., 1 crate earthenware, 1 case toys
Justin, Tharaud, Inc., 4 crates earthenware
Dickinson, E. B., & Co., 23 packages earthenware
Boote, E., 20 packages earthenware
Hampton, J. W., Jr., & Co., 1 crate earthenware
Kupper, H. C., Inc., 6 crates earthenware
Panama Pacific Line, 1 crate earthenware

S. S. Naples Maru, from Hamburg, Germany

Commonwealth Bank, 8 cases crockery
Block, J., & Co., 160 cases crockery, glassware, etc.
Butler Bros., 18 cases crockery, etc.
Sheldon, G. W., & Co., 37 cases toys and crockery

S. S. Carlier, from Antwerp, Belgium

Amer. Shpg. Co., 43 cases majolicas, etc.
Gilbert, S., 3 cases majolicas
Granata, G., & Co., 20 crates majolicas, 18 cases glassware
Ovington & Co., 20 cases glassware and crockery
Globe Shpg. Co., 19 cases majolicas, etc.

May 20th

S. S. France, from Havre, France

Bloomingdale Bros., 3 cases earthenware
Davis, Collamore & Co., 1 case porcelain
Hampton, J. W., Jr., & Co., 3 casks porcelain
Bernardaud, L., 6 casks chinaware
Tharaud, J., 20 casks chinaware
Vantines, A., & Co., 6 cases earthenware

S. S. President Hayes, from Shanghai, China

Little, Jones, & Co., 21 cases earthenware, etc.

From Genoa, Italy

Altman, B., & Co., 8 cases majolicas, 7 cases earthenware
Scott, A. B., 1 case earthenware

S. S. Sinsinawa, from Casablanca, Morocco

Myers, R., 2 cases pottery, etc.

S. S. Homeric, from Southampton, England

Haviland China Co., 72 casks porcelain
Guerin, Pouyat Elite, Ltd., 18 cases porcelain
Vogt & Dose, 6 casks porcelain

May 21st

S. S. Liberty, from Havre, France

Bamberger, L., & Co., 12 packages earthenware
Carbone, Inc., 27 barrels earthenware

S. S. Reliance, from Hamburg, Germany

Vandegrift, F. B., & Co., 1 case earthenware
Amer. Shpg. Co., 70 cases earthenware
Corbett, M. J., & Co., 9 cases crockery
Henshaw, G. A., & Sons, 4 cases earthenware
Straub, P. A., & Co., 48 cases china and earthenware
Richard Shpg. Corp., 8 cases crockery
Goldman, H. A., Inc., 14 cases crockery
Schenkers, Inc., 19 cases glassware and crockery
Sellers, C. W., 5 cases decalcomanias
Nathan Strauss & Sons, 9 cases earthenware
Schmuckler, J. I., 3 cases earthenware
Bloomingdale Bros., 1 case crockery
Irwin, J. D., & Co., 2 cases earthenware
Graham & Zenger, 17 cases crockery
Meissner, G. C., Co., 20 cases enameled hollow ware
Globe Shpg. Co., 8 cases majolicas
Amer. Exch. Nat'l Bank, 3 casks majolicas, 3 cases majoli
Phoenix Shpg. Co., 104 cases toys and crockery
Order, 3 casks majolicas

S Martha Washington, from Naples, Italy
ello, J. A., 3 packages earthenware, etc.

May 23rd

S Mauretania, from Southampton, England
n Bros., 1 case glassware
hill, A., 1 cask earthenware
, W. L., & Co., 7 cases glassware

S President Harding, from Bremen, Germany
man, Salomon & Co., 10 cases crockery
miller, L. A., 8 cases decalcomanias
ert & Neuwirth Co., 4 cases earthenware
er, W. A., & Co., 7 cases crockery
ch, G., & Son, 7 cases glassware
lon, G. W., & Co., 13 cases earthenware
er, K., Inc., 57 cases crockery
an Trading Co., 4 cases hollow glass
r, 4 cases hollow glass

S Saugus, from Leghorn, Italy
riss, N., & Sons, 11 casks earthenware
ata, G., & Co., 40 packages earthenware
ert & Neuwirth Co., 10 cases earthenware
land Trust Co., 26 packages earthenware

S. Caormina, from Naples, Italy
ard, J. E., & Co., 4 cases glassware
gher & Ascher, 1 barrel crockery

May 24th

S. Carinthia, from Liverpool, England
lmer, W. H., & Co., 6 packages earthenware and glassware
feldt, G., & Co., 3 cases earthenware, etc.
& Dose, 6 casks earthenware
Davison, Inc., 7 casks earthenware and china
ny & Co., 4 casks earthenware and china
ch, F. C., 15 packages earthenware
r Bros., 3 crates earthenware
in & Ridgway, Inc., Inc., 50 packages earthenware and china
and & Marcellus Co., 8 crates earthenware
l Bros. & Weil, 50 crates earthenware, 1 cask glassware
egrift, F. B., & Co., 30 cases glass
l Bros. & Weil, 20 crates earthenware
ston, H. G., 10 packages crockery
ock & Miller, 90 packages earthenware and china
, Collamore & Co., 5 casks china and glassware
r Co., 1 crate earthenware

S. Stuttgart, from Bremen, Germany
r, K., 57 cases crockery
nborg, C., & Co., 5 cases glassware
, J. D., & Co., 10 cases quartz glass goods
Bank, N. Y., 15 cases earthenware
on, A. F., 65 cases crockery, etc.
enthal, B., & Co., 4 cases glassware
te & Co., 70 cases crockery
Bros., 7 cases crockery and toys
eld, G., & Co.—116 cases crockery, toys, etc.

S. Belgenland, from Antwerp, Belgium
, 6 cases earthenware
, O., Inc., 123 cases glassware and crockery
National Bank, 13 cases crockery, 42 cases glassware, ses clocks
Shipping Co., 8 cases earthenware
, R. H., 1 case earthenware
ican Shipping Co., 6 cases earthenware, 1 case glassware, ses furniture, 2 cases mosaic
ville, A. J., & Co., 5 casks earthenware
h American Banking Corp., 22 cases glass
d Bros., 1 case delft ware
, L., & Co., 7 cases crockery
h American Banking Corp., 8 cases plate glass
Shipping Co., 5 cases glassware
thal China Corp., 15 cases crockery, 13 cases crockery
Forwarding & Shipping Co., 1 cask earthenware
ell, Bissell Co., 39 cases crockery

S. New York, from Hamburg, Germany
, S., Imp. Corp., 47 cases crockery
am & Phenix National Bank, 2 cases light ware. 1 case glassware
r & Hollweg, 1 case earthenware
& Biheller, 2 cases glassware
me Import Co., 20 cases glassware
' & McAvoy, 21 cases hollowglass
, C., & Co., 1 case crockery
cheerer Corp. of America, 18 cases hollowglass
ative Plant Co., 11 cases glassware aand earthenware
al Silver Co., 2 cases hollowglass
am Phenix National Bank & Trust Co., 1 case glassware, ses crockery
Mohawk Novelty Co., 4 cases glassware
Eleto Co., 3 cases hollowglass, 4 cases crockery
Wanamaker, J., 1 case crockery
Kress, S. H., Co., 2 cases earthenware
Reimer, F. C., Co., 1 case crockery, 5 cases earthenware
Kramer & Lange, 1 case crockery, 2 cases toys
Hoffman, L., & Co., 8 cases enamel hollow ware
Public National Bank, 8 cases hollowglass
Andrews, D. C., & Co., 8 cases glassware, 6 cases earthenware
Manhattan Bead Chain Co., 33 cases glassware
Cohn & Rosenberger, 4 cases glassware
Nelson Bead Co., 62 cases glassware
Friedlander Co., 8 cases crockery and glassware
Metropolitan Pottery Co., 42 cases crockery
Ditchik Bros., 16 cases glassware
Lorsch, A., & Co., 21 cases glassware
Goldman, H. A., Inc., 6 cases glassware
Batlin, L., 18 cases glassware
Elite Import Co., 20 cases glassware
Brier Manufacturing Co., 24 cases glassware
Kantor & Montague, 3 cases glassware
Lisner, D., & Co., 1 case glassware
Loewenthal, F. & B., Co., 1 case bijoutery
Stern, T. L., & Co., 5 cases glassware
Wiener Bros., 1 case bijoutery
Page, Madden Co., 12 cases earthenware
N. Y. Mdse. Co., 8 cases glassware
Miltenberg, A., & Co., 5 cases glassware
Walco Bead Co., 7 cases glassware
Blumenthal, B., Co., 27 cases glassware, etc.
Robinson, H. W., Co., 15 cases glassware, etc.
Nassau National Bank, Brooklyn, 2 cases smokers articles, 4 cases glassware
Weissmann Importing Co., 1 case glassware, 9 cases hollowglassware
Guthman Salomon Co., 1 case crockery
Manufacturers Trust Co., 266 cases glass
Byrnes, W. J., & Co., 1 case crockery, 1 case hollowglass
Rice, I. W., & Co., 18 cases glassware, etc.
Crown Veiling Co., 6 cases glassware
Veith, A. & H., Inc., 3 cases glassware
Bailey, Green & Elger, 3 cases glassware
Downing, R. F., Co., 5 cases hollowglass, 1 case earthenware, 14 cases glassware
L. C. E. Trunk Co., 8 cases majolicas
Sussfeld, Lorsch & Schimmel, 2 cases glassware
Inwald, J., Glass Co., 1 case glassware
Blumenthal, B., & Co., 4 cases glassware
Strauss Bros. & Co., 2 cases hollowglassware, 15 cases glassware
Sheldon, G. W., & Co., 2 cases glassware
Bloom, C., 2 cases glassware
Guggenheim, M., Inc., 1 case glassware
Ruhe, F. H., 2 cases glassware, 15 cases porcelain
Hammacher, Schlemmer & Co., 5 cases earthenware
Ruhe, F. H., 9 cases hollowglass
Graham & Zenger, Inc., 3 cases glassware
Tomby, B., 17 cases crockery
Modern Braid Co., 1 case crockery
Empire Laboratory Supply Co., 6 cases glassware
Bank of U. S., 4 cases glassware
Sheldon, G. W., & Co., 15 cases glassware
Lidz Bros., 11 cases glassware, etc.
Koscherak Bros., 8 cases hollowglass
Bloomingdale Bros., 24 cases earthenware
Hirsch, G., Son, 57 cases glassware. 11 cases crockery
Helmar Importing & Novelty Co., 28 cases glassware. etc.
Strauss, N., & Son, 91 cases earthenware, crockery, etc.
Graham & Zenger, 15 cases crockery
Heinrich & Winterling, 1 case crockery
Keuffel & Esser Co., 1 case earthenware
National City Bank, 5 cases lamp chimneys and shades, 7 cases glassware
Sullivan, W. C., & Co., 11 cases glassware and crockery
Schenkers, Inc., 28 cases glassware
S. B. Importing Co., 3 cases glassware
Schenkers, Inc., 40 cases glassware
Noe, W. R., & Sons, 25 cases shades, 6 cases glassware
N. Y. Mdse. Co., 38 cases toys, crockery, etc.
Bernard, J. E., & Co., 112 cases toys, glassware, etc.
Globe Shipping Co., 240 cases toys, earthenware, etc.
Schaffer, M., Co., 14 cases glassware
Order, 2 cases earthenware

S. S. Bellepline, from Rotterdam, Holland
Borgfeldt, G., & Co., 209 packages earthenware
Bloch, L. D., & Co., 172 cases earthenware
Lazarus & Rosenfeld, 11 cases earthenware
Herbert & Neuwirth Co., 21 cases glassware aand china
Steiff, M., & Co., 20 cases toys

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Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

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HOUSE Furnishing and China Buyer, age 31, wishes to make change. Now employed with old established firm in State of New Jersey. Address Box No. 636, care of CROCKERY AND GLASS JOURNAL.

Buyers in New York

MAY 19, 1927

M. Manson, lamps, Pettis Dry Goods Co., Indianapolis, Ind., 240 Madison Ave. (Syndicate Trading Co.).

MAY 23, 1927

W. C. Moore, house furnishings, lamps, Wilkes-Barre D. G. Co., Wilkes-Barre, Pa., 23 E. 26th St. (W. T. Knott).

MAY 25, 1927

H. Babis, house furnishings, Success Store, Johnstown, Pa., 128 W. 31st St. (S. Hoffman).

F. Suffin, house furnishings, Clark Dollar Stores, Los Angeles, Calif., 455 Seventh Ave. (Frohman & Altman).

Colored Glassware

(*Continued from page* 19)

forbidding material out of which to make such intimate things as tables and chairs; but a view of the beautiful examples that are now made after Renaissance and eighteenth century models dispels that idea. Artists and artisans of the Middle Ages and the Renaissance—mostly Italian and Spanish—used iron frankly as iron, creating objects highly decorative and, within their limitations, useful.

A characteristic form of wrought-iron chair is the folding Roman chair, with curved legs and sides. Often possessing a back also, it was a comfortable seat, while a brilliant cushion with tassels hanging down from each corner made it highly decorative. This was one of the e
est forms of chair. It dates from a time when
those highly placed in society had chairs. In those Re
sance days such a piece of furniture was esteemed a r
of rank. Even a castle might have only one or two,
these would be used by the guest or by the lord and

It was because of the importance of chairs in the
dle Ages and the Renaissance that so much admi
decoration was lavished upon them. The tops and s
times the entire metal work of the back or the sides
often ornamented with brass or bronze. Sometimes
silver and occasionally gold plate were thus used.
per, brass and bronze additions to wrought iron are f
in all this metal furniture. Color, with gold and s
gilt, are other traditional methods of embellishment
much employed.

While most reproductions and adaptations in wro
iron furnture and inspired by Italian or Spanish o
nals, the great furniture designers of France in the i
teenth century and the craftsmen for the court of Ch
II in England in Restoration days utilized wrought n
for some of their creations. One of today's desig
Armand Albert Rateau, in the recent showing, at the
ropolitan Museum, of decorative art from the Paris
position, startled visitors with his use of bronze furni
in unusual forms.

In addition to the chairs and the consoles (which
marble tops), there are made today in wrought iron s
occasional tables of various sizes. It is this occasional
that is the forte of wrought-iron furniture. In a r
with furniture of wood, and of types other than Ita
or Spanish, it lends an interesting note.

SIMPLICITY OF DESIGN

Adaptation of the technique and of design motive
this ancient art are made to meet the needs of the pre
time. The scroll work of slender branches and deli
leaves tinted with color now make up a screen for
obtrusive radiator. Even a metal telephone cabinet, ra
on slender legs and with little doors to conceal the
strument, is now made, accompanied by a tiny chai

A certain simplicity marks well-designed and prop
constructed wrought-iron furniture. The joints
completely, there is an absence of too profuse ham
marks and the metal is treated frankly as metal. W
there is a leaf flower design, as on some of the con
tables, the forms, while not a finicky imitation, sug
the character of nature. A brief visit to a museum,
some study of good examples of Tuscan or Roman w
will give any one a fair idea of the characteristics of g
workmanship.

It is a good sign to find people interested in a craft
refused to cover up the marks of the tool on the med
in which it worked. Undoubtedly we are emerging f
a period when mechanical perfection and a finish
strove to conceal all traces of the workman's tools
the unfortunate ideals.

Also, when we see a fine bit of industrial art we
today, more inclined than heretofore to think of the
who designed and made it. Manufacturers and reta

eir advertisements give more or less direct credit e craftsmen who planned the product. There are designers in the various crafts relating to house- furnishings who, encouraged by professional and ur decorators, are now doing noteworthy work in eld of design. Such an artist is V. A. R. Prima who not only designs all that one concern produces e way of wrought-iron furniture, but also, with his ands, hammers out of the molten iron the elaborate difficult parts.

re is a true craftsman—one who plans and, if need ecutes the work. With the aid of many workmen carry out his designs entirely by hand, he produces ir, a table, a wrought-iron gate.

ma Vera began working in iron when he was 12 old, in Italy, and has been at his craft ever since. he arrived in this country years ago, the demand rought-iron work inspired by the Renaissance was dingly small. But in the last few years—and this des with what has happened in some other crafts preciation of this ancient art has enormously in- d.

Growth of Incomes in the United States

emarkable showing as to the recent growth of cur- national income in the United States is made in a l bulletin issued recently by the National Bureau onomic Research on the basis of preliminary fig- s. The general conclusion is reached that the current e of the American people rose from $62,736,000,- in 1921 to $89,682,000,000 in 1926, an increase of 6,946,000,000, or more than 40 per cent in half a de- de. The bulletin suggests that the figures become more n cant when reduced to a per capita basis. It points hat if the total income of 1926 had been divided y among all persons, including babes in arms and elpless aged, the average income would have been or one-third more than the per capita amount in 1. When the per capita income is expressed in dol- aving constant purchasing power, the bulletin re- , it is found that the increase has been about 36 nt., so that from the economic point of view the ion of the average inhabitant has been improving rate of about 7 per cent. per annum.

arking that to many persons figures showing the e per person gainfully occupied seem more signifi- an those reporting income per capita, the bulletin hat in 1926 some 44,600,000 people were engaged vities yielding them direct money incomes, some of being employers, many more employees, and some working on their own account. Housewives and and children helping the head of the family on me farm are not included in the figures. It ap- from the data given that for every person gain- mployed in 1926 there was an annual income of over $2,000, and that when reduced to money stant purchasing power, the average person work- a money income received about one-fourth more or her services than in 1917, and about 44 per cent. more than 1909. The indications, according to the bulletin, that despite the constantly growing population and the relatively inelastic nature of the supply of natural resources, new inventions and greater skill and organization are still enabling the average inhabitant to progress steadily upward on the scale of economic welfare. It is proper to note that the above conclusions are the results of an investigation of income upon which Dr. Wilford I. King and a corps of assistants have been engaged since 1920, under the general direction of Dr. Edwin F. Gay and Dr. Wesley C. Mitchell, Directors of Research. The estimates given are the first issued by the National Bureau of Economic Research since the summer of 1925, when a report of 305 pages was published on the sources and distribution of income in the various states for 1919, 1920 and 1921. Figures for the preceding years, extending back to 1909, were published in an earlier two-volume work.

OBITUARY

(*Continued from page 9*)

bank, Calif., died at her home at Los Angeles, Saturday, May 21st, following an illness of one month. Burial was made at Los Angeles.

Mrs. Jackson, with her husband, removed to California from Chester, W. Va., about 10 years ago, when Mr. Jackson retired from the sales department of the Taylor, Smith & Taylor Co., to accept the presidency of the Empire China Co. She was a member of Order Eastern Star, and also the United Presbyterian Church, at Chester, W. Va. She is survived by her husband, one son and two daughters. Interment was made Tuesday, May 24th.

Wm. L. Mallett

Wm. L. Mallett, age thirty-six, traveling representative for The Fostoria Glass Company, died Saturday night, May 21st, in Dr. Lee's Hospital, Rochester, New York. He traveled the State of New York outside of New York City, and Eastern Pennsylvania outside of Philadelphia, and has been covering this territory since 1920.

His pleasant disposition, industry and loyalty built up a large circle of friends throughout his territory. He was a very successful salesman. His sole surviving relative is a sister, Mrs. Cora Burton who resides in Moundsville.

At the outbreak of the war Mr. Mallett volunteered and entered the U. S. Marines as a private. He served two years over seas, part of that time in the Army of Occupation in Germany. In the meantime he was promoted to a Sergeant and had qualified for a Lieutenancy. The war being over at that time, he was never commissioned.

For some months he had been troubled with rheumatism; the doctors say this was due to the diseased condition of his kidneys, and attributed his death to Bright's disease.

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INCREASED Haviland China advertising in national magazines is helping you by telling millions of housewives throughout the country that the genuine Haviland is "The mark of fine taste in fine china."

This advertising, together with the name and reputation of the genuine Haviland, should bring you profitable business—*if you are supplied with the necessary variety of patterns.* Are you?

We carry in New York, ready for immediate delivery, a great variety of patterns—every type of decoration—the whole price range—in full open stock and in assorted packages. This means that we can immediately supply any items you need to replenish your stock. *Write or call.*

It will cost you sales if you have to say "We haven't these patterns in stock."

"Genuine Haviland China"

DECORATED BY
Haviland & Co
Limoges
on decorated china

Every piece of *genuine* Haviland China—the product of the original Haviland, established by David Haviland in 1837—bears the trade marks shown here.

Haviland
France
on white china



"NORMANDY" "PLAZA" "PAISLEY"

HAVILAND CHINA CO., INC.

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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

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JUN 6 1927
UNIVERSITY OF ILLINOIS

Vol. 104, No. 22

JUNE 2, 1927

IN THIS ISSUE

Special Gift Section in which Beatrice Miller Wisner writes for our readers of the very latest gift items being displayed in New York Stores

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What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

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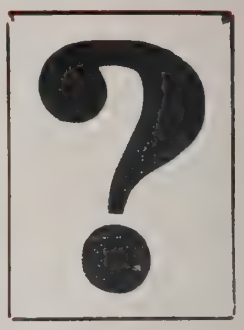
What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

---

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

To have a permanent New York mailing address?

To receive information about any particular line?

To receive a reminder of coming events and activities?

To be advised about important changes in the trade?

To be listed in advance of your coming to the New York market?

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Vol. 104. No. 22. June 2, 1927.



Decoration Y-31

The Yellowstone Dinner Service

WHILE the demand for sprig treatments in bold designs and striking colors effects has much increased during the past year or two, they have by no means effected the popularity of attractive borders.

When a wide border is applied to the Yellowstone Dinner Service, octagon model, with its background of delicate ivory, the effect is one of peculiar beauty. The pattern illustrated above as Decoration Y-31 is one of a troup of Yellowstone borders quite out of the ordinary in appearance and in sales appeal.

The Homer-Laughlin China Co.

Newell, W. Va. *and* **East Liverpool, O.**

Mercer's "Dresden" Pattern



on

The New "Queen Anne" Ivory

The Mercer Pottery is offering this attractive new shape executed in a warm ivory body and decorated with a wide variety of colorful patterns which are carried in open stock at the factory.

MERCER POTTERY CO.

TRENTON, NEW JERSEY.

Manufacturers of Dinnerware since 1871

E. M. MEDER CO.
17 N. WABASH AVE.
CHICAGO, ILL.

NEW YORK SHOWROOM
200 FIFTH AVENUE
Room 356

F. C. BRANUM
252 WILCOX BLDG.
LOS ANGELES, CAL.

OUTBABLING BABEL ——

THE living languages today number eight hundred and sixty, not to take into consideration some five thousand dialects. This modern confusion of tongues outbabels Babel.

Cardinal Mezzofanti, the greatest linguist the world has ever known, was acquainted with but one hundred and fourteen languages and dialects.

How fortunate are we today when a simply-worded advertisement written in English and published in the CROCKERY AND GLASS JOURNAL makes its appeal to buyers all over the country.

A postcard request will bring our rates.

The CROCKERY *and* GLASS JOURNAL

The oldest publication in the field.

45 East 17th Street New York

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Hand made in the Foothills of the Cumberlands
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Individual Shapes in Blown Glassware
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BRADLEY STUDIO
Daintily Decorated Novelties of a Thousand Uses
CALIFORNIA FAIENCE CO.
Distinctive Pottery and Tiles
CLEWELL STUDIOS
Bronze Pottery in an Unusual Treatment
PETER PERAZZO
Alabaster, Italian Majolica and Peasant Ware
COWAN POTTERY STUDIOS
Graceful Pottery and Exceptional Shapes
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KAY & ELLINGER
Austrian Pottery, and Imported Candles

The Ideal—

A host of distinctive and beautiful objects for a multitude of artistic and useful purposes, all at moderate prices, comprise the ideal pottery and glass Selden Selections

HOWARD · G · SELDEN
ART WARES
225 FIFTH AVENUE NEW YORK



Charlotte Olympia Beverly

New Additions to Our IVORY BODY Dinnerware

THESE new decorations are striking in design and in colors which are toned down to an engaging warmth by the velvety ivory texture of the body.

The Charlotte, Beverly and Olympia are the patterns illustrated.

HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

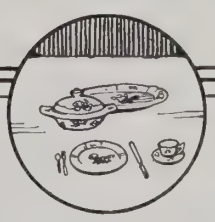
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Gloria Shape

THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

We invite comparison.



KNOWLES, TAYLOR & KNOWLES
Company
EAST LIVERPOOL., OHIO.

K·T&K·
IVORY



Play Them Up For Iced Tea

FOR proper serving of iced tea, the drink should be brewed in a Hall China Teapot and the hot tea poured directly into the ice-filled glass. A good display will increase midsummer sales.

Write for color sheet and prices

The Hall China Company

EAST LIVERPOOL - - - - - OHIO

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
DOLLS AND TOYS
Published Every Thursday
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Vol 104 June 2, 1927 No. 22

AS THE EDITOR SEES IT

ndustrial Maturity

The universal problem of keeping fit after forty was held to be as applicable to industrial communities as individuals in a discussion of New England's industoutlook by John S. Lawrence, President of the New nd Council, at the annual meeting of the Chamber mmerce of the United States.

Predicting that New England's problems will sooner or become the problems of newer industrial sections he

"use the phrase, industrial maturity, to define a condiwhere an extensive industrial development, created built up under the economics of a previous period, is d to meet competition based on modern invention, ethods of production and distribution, and a greatly d economic environment. The mill or factory lowholly with reference to a small water power, and ation to the transportation and markets of our Civil period, obviously has a problem different from that e modern factory established on the basis of the mic reasons of today and not those of seventy-five ago.

" great industrial property, ownership of which has, course of human events, become vested in trustees, nts a different problem than does the new pioneering try controlld by young men with all to gain and little e. The community that has come to take for granted rosperity of its industry, upon which its existence ds, because its present inhabitants cannot remember its brick walls were not there, offers a different probrom the young community whose present inhabitants have seen industry in the making. Preserving industry is a matter different from creating industry."

The Genius for Abbreviation

Summing up the characteristics which have led to America's industrial and commercial advancement, Alfred Pearce Dennis, Vice Chairman of the United States Tariff Commission, speaking before the annual dinner of the Chamber of Commerce of the United States, called them "the genius for abbreviation."

"I mean by abbreviation," he said, "the conquest of time and space through such weapons as the telephone, the express train, the automobile, the refrigerator car, the elevator, the tin can, the gas tank. We are ranging city life on the vertical rather than the horizontal plane, to which the answer is the elevator. It is quicker and easier to take an elevator than to climb flights of stairs. It is quicker and easier to turn a valve in the gas range than to lug a scuttleful of coal up from the cellar. It is quicker and easier to open cans of food than to cook a meal.

"As of light and heat, so of power. We contrive to load the energy of cold falling water upon a slender wire and cause it to glow in a reading lamp at our elbow or operate a delicate drill in a dentist's office some hundreds of miles away. We move fast and travel faster. It is as difficult to establish equilibrium as it is to deal with quicksilver. We have become the greatest business people in the world chiefly because of our passion for doing things quicker and better than they have been done before."

CAUGHT IN THE NEWS NET

ANNOUNCEMENT is made by the Flogel Decorating Works, 129 Fifth Ave., that their sales force has been added to in the person of M. F. Fisk, who only started in his new duties this week. Mr. Fisk who formerly called on the trade in New York State for Koscherak Bros., will be associated with Harry Flogel in covering the New York City trade. The firm are also revising and making alterations to their showroom which, when completed, will permit of a much more comprehensive exhibit of their decorated lines and the Messrs. Flogel and Fisk are now busily engaged with this work as well as concentrating on new designs in service plates, salad plates, dinnerware and stemware.

Few buyers visited the local china and glassware mart this week and things were rather quiet along West Twenty-third Street. Premium orders were reported in a small way but outside of these business was unusually quiet. Despite the seasonable lull buyers were optimistic for better conditions within the immediate future.

Charles Hansen, china and glassware buyer for the William Taylor & Co., was a visitor to New York this week as was John Henry of the J. L. Hudson Co., Detroit.

Albert Lemcke who travels New York state in the interests of Morimura Bros., returned Monday from a selling trip. O. L. "Jerry" Sutherland, who "covers" the west coast for the same firm returned Tuesday.

"Charlie" Levy has returned from a selling trip to the South for Maddock & Miller.

J. H. C. Watson of the Emerson China Shop, Boston, was a visitor to New York this week, looking over ware for his store.

Mr. Silberger, china and glassware buyer for the Meyers Co., Greensboro, N. C., was in the metropolis on business this week as was C. P. Marlatt with Miller & Rhoads, Inc., Richmond, Va.

I. E. Fronani, china and glassware buyer for Woodward & Lothrop, Inc., Washington, D. C., was another visitor to the New York mart during the past week.

Mary Ryan, 225 Fifth Ave., New York, has recently returned from an extensive European trip. While entour she visited, Paris, London and Rome, and attended t Leipzig Fair when in Germany. Among the artistic a unique importations which she will show to the trade coming seasons, are beautiful modernistic pottery, de rated glass lamps and a number of unusual gift ite which will prove intensely interesting for those seeki novel wares. Owing to Mis Ryan's increased volume business she has been obliged to add new rooms to already large showrooms. This will give more space which to accommodate her staff of sales people and a provide larger office facilities.

Western China Works Expand

The Western China Works, Aurora, Ill., has increas its capital stock from $10,000 to $40,000 in order to e pand their lamp department, and are now making a ve fine line of lamps and silk shades. While their line w not be a cheap line it will be reasonably priced in view the excellent grade of material in both lamp and s shade. Their efforts are toward producing a worthy a artistic lamp of quality and finish and completeness every detail.

Important Meeting Dates

On Monday morning, July 18, the National Associati of Manufacturers of Pressed and Blown Glassware w hold a preliminary meeting at the Marlborough-Blenhe Hotel, Atlantic City. The annual wage conference betwe members of this association and the wage committees re resenting the American Flint Glass Workers' Union w start at the Marlborough-Blenheim Hotel on July 21.

The annual meeting of the American Association Flint and Lime Glass Manufacturers will be held on Mo day afternoon, July 18, at the Marlborough-Blenhe Hotel, Atlantic City.

June 27, 28 and 29 have been selected by the Stain Glass Association of America as the dates on which hold its next annual convention at St. Louis.

Cambridge, O., has been selected by the American Fli Glass Workers' Union whereat to hold its annual conve tion. July 4 is the date on which it begins.

2-3 of Woolworth's Gain in Old Stores

Stockholders of F. W. Woolworth Co., were told at t annual meeting held here recently that sales for the fi four months of 1927 exceeded $75,000,000, a gain of $ 528,975 as compared with the sales mark of the cor sponding period in 1926.

I. C. Brown to Retire

. Brown, credit manager of L. Bamberger & Co. ment store, Newark, will retire from active busi- uring the summer or early fall, the store announces. Brown has been associated with the big Newark ment store for the past twenty-two years. For years he was credit manager of Best & Co., Fifth New York, where he started his career in the retail He was at one time with H. O'Neill & Co. on Ave. as credit and office manager.

many years he has taken an active part in credit tions. He was the first retail executive in the New Credit Men's Association and has held virtually office in the Newark Credit Men's Association.

Macy Increases Interest

R. H. Macy & Co. has doubled the rate of interest al- by its banking department on accounts of depos- stomers ranging from $10 to $5,000. A rate of cent. will be paid on such accounts as against the 2 nt. formerly allowed.

ecreasing scale of interest for larger deposits is pro- On accounts between $5,000 and $10,000 the rate per cent., and on sums above $10,000 is 3 per cent.

Brech Showroom Most Attractive in Its Appointments

lert J. Brech & Son, who as announced in the ERY AND GLASS JOURNAL, only recently removed heir new home at 13 East 17th St., have certainly a most advantageous change in more ways than one doing. Their present quarters give them at least mes the space their old showroom provided for and same time is decidedly more adaptable to the very g decorative ideas which they have worked out in tion with it. The store which is about 2,000 square area is on the street floor. It has an exceptionally how window which permits of a most conspicuous . This has been decorated in a very attractive man- at demands the attention of those passing by. At trance a mahogany railing with two gates has been nged that it encloses a general office on one side and es a reception space as well. One gate enters the while the other leads onto the display floor. Look- wn the room from the front end it is at once evi- at every possible inch of space has been utilized to st possible advantage. On the right hand side dis- helves run the entire length of the room. These three tiers in height and underneath open cabinets been built. Above the three tier shelves another as been built which is about six feet above the floor, ovides for a still further display of their lines. The of the room has been given over to tables and plat- These platforms which are all wired are for the purpose of displaying floor lamps. On the oppo- le of the room shelves without cabinets have been arranged. These run from the middle of the floor back to the rear. On this side there is a stairway leading to the basement where the firm have another 1,000 square feet of storage space. The decorative scheme is most attractive. A light tan is used for the side walls and the ceiling is finished in white. All the woodwork and fixtures are in mahogany. Excellent light is provided by means of eight large overhead inverted drops. At the extreme rear of the room a private office for the use of Mr. Brech and his son has been placed enclosed in by glass partitions, while opposite to this another smaller storage room has also been built. The various lines of the firm have been most attractively arranged and the general appearance and environment of the place reflects a great deal of credit for Mr. Brech and his son.

Czecho Glassmaker Form Association

A Washington dispatch to the New York "Journal of Commerce" has the following information relative to a Czecho-Slovakian glass organization which is in process of formation. It says:

"Negotiations have recently been resumed in the Gablonz (Czecho-Slovakia) small glass industries which are expected in that country to lead to the formation of an export cartel to include all manufacturers and exporters in that line, according to advices to the Department of Commerce from Commercial Attache Elbert Baldwin, Prague, Czecho-Slovakia. Unsuccessful efforts have been made at various times to organize the industries into a syndicate in order to eliminate undue competition and to check the price decline which has been practically continuous since the war, especially in bangles, buttons and artificial pearls."

New Membership Committee of American Ceramic Society

The membership committee of the American Ceramic Society, as constituted at present, includes the following personnel:

George P. Fackt, Committee Chairman, c-o Northwestern Terra Cotta Co., 2525 Clybourne avenue, Chicago, Ill.; Kenneth Smith, East Liverpool High School, East Liverpool, Ohio; R. D. Landrum, Titanium Alloy Mfg. Co., 6007 Euclid avenue, Cleveland, O.; A. W. Kimes, National Glass Budget, 230 Fifth avenue, Pittsburgh, Pa.; F. T. Owens, Fiske & Co. Inc., Watsontown, Pa.; S. S. Cole, Mellon Institute, Pittsburgh, Pa.; W. A. Hull, Midland Terra Cotta C., 16th street and 54th avenue, Cicero, Ill.; George Simcoe, Edgar Bros. Plastic Kaolin Co., Metuchen, N. J.; H. G. Wolfram, Porcelain Enamel Mfg. Co., Baltimore, Md.; H. F. Coors, 5469 9th avenue, Los Angeles, Calif.; T. S. Rogers, 722 W. Austin avenue, Chicago, Ill.; H. F. Royal, Champion Porcelain Co., Detroit, Mich.; W. V. Knowles, 6007 Euclid avenue, Cleveland, Ohio; W. E. Lemley, Denny-Renton Clay & Coal Co., Taylor, Wash.; F. C. Flint, 303 S. Main street, Washington, Pa.



WHAT THE POTTERIES ARE DOING



Active Demand for Yellowware Is One Redeeming Feature in Pottery Activity

THE one bright spot in the local pottery district of late has been the active demand for yellowware. The lone plant on this production in this district, and which is operated by the D. E. McNicol Pottery Co., is working full time, and six days per week.

For several years little demand was experienced for this class of goods from a local standpoint, but of late there has been a heavier inquiry from all states for yellow ware, but with particular reference to the eastern and New England territory.

While a full line of yellow and Rockingham ware is being produced locally, the strongest demand is running to bowls, and in this respect it is declared that orders are very heavy.

Carlot shipments are being made regularly, and the eastern market is taking a heavy volume.

Yellowware produced here is made from local clays, and it is recalled that when the industry was first established in this locality, and the first plant was started by the Bennett's only yellow ware was produced.

Because of the character of local clays, ceramic technologists have declared that this clay is especially well adapted for yellowware. But the number of plants in this district featuring this class of merchandise has narrowed to one, and even those firms that formerly fired yellowware while they were firing white ware have discontinued the former line.

Demand for Rockingham teapots is far better now than for many months, and in fact the line of teapots is selling just as readily as the line of yellowware. From all present indications, the output of yellowware hereabouts will continue strong throughout the remainder of the year.

James Duffy's Election Upsets Predictions

One of those surprises that occur in a life time was recorded a few days ago when the official count of the referendum vote for national officers of the National Brotherhood of Operative Potters disclosed that John T. Wood had been defeated for re-election by a scant 125 votes by James Duffy, a former resident of East Liverpool and now employed by the Buffalo Pottery Co., at Buffalo, N. Y. John D. McGilvary was re-elected secretary of the organization.

Mr. Wood has long been known to the trade as a conservative leader, and is held in the highest esteem by the manufacturers operating under agreement with the Brotherhood.

His successor was former resident of East Liverpool, ar will assume the presidency of the Brotherhood August 1 following the annual Brotherhood convention at Atlant City in July. He is also a brother of Thomas J. Duff for 14 years president of the Brotherhood, and until year ago a member of the Industrial Commission of Ohi

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Little Change in Dinnerware Situation

Considerable apathy is noted at this time in the deman for dinnerware. New business is not in the steady r ceipt manufacturers would like to see. As a result plan are not working even on former schedules. Very litt volume business is being underwritten, and so far as t department store trade is concerned, it appears these di tributors are only interested in immediate requirement Very little future stocks are being anticipated.

Road salesmen are forwarding a fair volume of busine to the factories, but it appears that distributors in som districts are more interested in "specials" than in the ge eral run of patterns.

Mail orders are pronounced spotty. Jobbers are doin a fair business in dinnerware, both plain white and decora ed, but there is still room for improvement. On the whol the local district is declared to be on a sixty-percent. pr duction basis.

C. B. Bogart Goes to East Liverpool

C. B. Bogart, who has been the New York representa tive of the J. H. Butcher Co., Ltd., of Birmingham, Eng has been transferred to East Liverpool, where permaner offices have been opened in the Odd Fellows Building West Sixth street. Several years ago this decalcomani interest maintained a sample room in this city, then unde the management of Bertrand Rhead, who is now in th district with Mr. Bogart. With Mr. Rhead is also J. H Butcher, general manager of the Butcher Co.

Says Increased Demand for Best Patterns

Samuel B. Larkin, general Manager and Frank P. Judg Jr., sales manager of the National China Co., Salineville O., when here a few days ago declared that new busines with that interest was holding up very well for this seaso of the year.

"There is a decided improvement in the demand fo the higher class patterns," observed Mr. Judge, "and w note a decline in the demand for cheaper goods, such a sold so strong a year or so ago."

...h Mench Retires From Bry-Block Report

...e report has been received here by the trade that ...h Mench has retired from the presidency of the Bry-...o Mercantile Co., Memphis, Tenn., and has been suc-...ed by Edward M. Salomon. The company has for ...a years featured domestic dinnerware in a very liberal ...er.

Furlongs Running Paxton Pottery

...omas and James Furlong are now in charge of the ...e kiln plant of the Paxton Pottery Co., Los Angeles. ...al This change came about when George Paxton re-...e from the business. This pottery has been producing ...t of semi-porcelain ware, and it is said that Mr. Pax-...n now considering the proposition of erecting another ...tery on the Pacific coast for the production of restau-...and hotel china.

Big Pottery Shake-Up Likely

...Unless there is a change in the contemplated program, ...s considered likely that a decided change will take place ...e management of one of the local pottery concerns ...th...n the next few weeks. A number reports are cur-...n about the proposed changes, but interests linked with ...e reports refuse to confirm or deny the rumors.

Creditors to Be Paid in Full

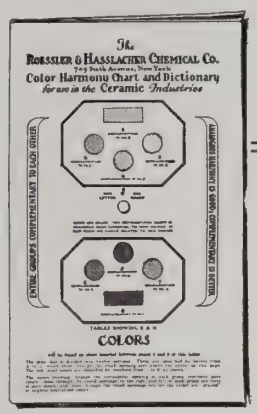
...Creditors of the Valley Art Pottery Co., Cambridge, ...will receive their claims practically in full, it was an-...nced a few days ago, but those of W. A. Hunt will ...ve nothing, Attorney C. S. Sheppard, who was ap-...nted receiver of the Valley company has effected a ...ttlement of insurance claims in court, the insurance com-...nies denying payment of insurance losses after the plant ...was destroyed by fire. Although the receiver sought $6,-...000 insurance loss by fire, an adjustment has been made on ...basis of approximately $4,200 it is said. Loss on machin-...ery was paid to the valuation of 50 percent, while on the ...stock the settlement was on a basis of about 75 percent ...valuation.

West End Business Increases

...At the offices of the West End Pottery Co., East Liver-...pool announcement was made this week that volume busi-...ness is showing a decided increase over March and early ...April records. Since a number of a new decorations were ...added to the line recently, the advance in business began ...at once immediately. Far better production schedules are ...being maintained at this plant now than at any time this ...year.

Albert Pickin Going to Europe

...Albert Pickin, East Liverpool district representative for ...the Palm Fletcher decal interests will sail from New York ...within a few weeks for a business trip to the European ...countries of this company. He will be out of the district ...from probably six to eight weeks.



A New
COLOR HARMONY
CHART

—Improves production

—Saves time in selection of colors

—Prevents mistakes in color

THIS Chart tells *what* colors to use and *how* to use them. Color harmony is described and almost every conceivable color combination is quickly and accurately found by an ingenious patented arrangement. This valuable dictionary of colors for use in every branch of the ceramic industries will be sent upon request.

The
ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York, N. Y.

Boston, Baltimore, New Orleans, Chicago, Philadelphia, San Francisco, Trenton, Cleveland, Pittsburgh, Kansas City

"America's Leading Ceramic Material House"

Raw Material Orders Slow

Pottery supply dealers in this district have announced that orders for raw materials are in keeping with the current production schedules of all plants. This means that manufacturers are not active in placing orders for volume business.

Advance samples of dinnerware patterns are being shown the trade, but these designs are for late year delivery and which will be featured on the 1928 lines. A number of orders for exclusive patterns have already been placed by the different producers.

Where there has been an active sale of particular dinnerware patterns this year, repeat orders for decal have been placed in a number of instances. The higher grade border patterns do appear to be in heaviest request so far this season.

Shenango Expansion Work Begins

Preliminary work having to do with the enlargement of the plant of the Shenango Pottery Co., at New Castle, Pa., is now underway. As previously exclusively announced in this department, this firm plans the erection of four tunnel kilns during the current year, and these in operation, the company will have the largest capacity of any vitreous china factory in the United States.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Glass Factories to Operate 75% Normal Forces to Enable Workers Vacation

BECAUSE of the general business situation in the flint glass trade, there will be no general suspension of factory operations during the summer season, it was related here this week. This is taken to mean that factory employes will be given opportunity to observe a summer holiday in groups, which will include about twenty-five per cent of the employes and permit that number to be off duty for a fortnight. By this plan, the factories can continue to operate with seveny-five per cent of normal forces.

This group plan has been in effect in every flint glass factory that is working under the rules of the glassworkers' union, the agreement being ratified a number of years ago by representatives of the manufacturers and also the glassworkers' union. Last year, however, employes in many instances were granted permission to take a longer holiday than two weeks, as business conditions existing during the summer period were such that factories were not crowded with orders. The same rule may again apply this coming summer.

A number of employes will also be off duty attending the annual convention of the glassworkers' union before the mid-summer season, but only a few men will be absent from the different shops on this account.

Many years ago it was customary for glass factories to close down entirely during the months of July and August, but since the late war, however, the group plan for the summer vacation has been in vogue, and it has worked to the satisfaction of both employer and employe.

Palmer Winslow Leaves $200,000

According to the will of the late Palmer Winslow, well known glass manufacturer, and recently filed for probate at Columbus, O., an estate worth $200,000 is to be distributed. Twenty shares of the Winslow Glass Co. stock has been bequeathed to a daughter, and in addition to this bequest $40,000 has been placed in trust for the two sons of the latter.

Weston C. of C. Turns Down Brilliant Offer

A proposition submitted to the Chamber of Commerce of Weston, W. Va., by the Brilliant Glass Co., Brilliant, O., has been rejected by the former. The Brilliant Glass Co. sought to remove its business from Brilliant to Weston, and when the detail of the plan was laid before the Weston body, the proposition in the form submitted was frowned upon. It may follow that the Brilliant Co. will enter into further discussions with the business inte of Weston which might eventually result in the loc of the factory there.

La Salle & Koch Shift China and Glass Sec

The china and glass department of the enlarged La & Koch department store, Toledo, O., has been rem from its former location to the fifth and sixth floors o building. As a result all housefurnishing departm have been brought closer together. Since the china glass section has been accorded larger space, a larger ety of stock is now being carried by this department.

Acme Glass Co. Operating

The factory of the Acme Glass Co., Lumberport Va., is being placed in gradual operation, and with short time, it is believed the plant will be on full pro tion, and giving employment to approximately 200 pe This factory was purchased by the present company former owners at a court sale, and with a new organiz in charge it is believed the plant will be placed on a st operating basis.

The new line will include blown and stemware, w ice tea and water sets, jugs, and a special line of vase automobile use. All the items are of very recent de and exclusive with this factory.

Quebec and Manila Seek Glassware

Manufacturers in this district during the last week received inquiries from Quebec, Canada, for blown pressed glassware, and from Manila, came inquiries glassware, especially tumblers. These inquiries were warded through the Department of Commerce at W ington, D. C.

Pine Glass Co. to Make Fruit Jars

A general line of fruit jars and jelly tumblers wi made at the new plant of the Pine Glass Co., which be erected at Omulgee, Okla. The first unit of this will cost about $60,000 and will be so erected that units can be added later with convenience. The fo tion of this company was previously announced in department.

Glass Orders Not Steady

While orders for certain lines of flint glasswar considered good, business on other lines is quiet, an ders spotty. There is not that steadiness in busine

nufacturers would like to see for this season of the ear and no material change is expected in the general situation until late in August, when the first of the fall orders will be underwritten.

It is not denied by the manufacturers that colored glassware have been bolstering the market. For this class of merchandise there is a steady demand, and for practically every line that was introduced to the trade last January. Both department stores and jobbing interests have been steady buyers of these lines all season, and at times in reasonable heavy volume.

The production of jelly tumblers, and preserving containers is holding up well, and the majority of the factories interested in this particular line are working steadily. The orders for these goods is said to be on a par with the business booked a year ago.

Crown and stemware is in from fair to good request, according to the section of country referred to.

Crystal tableware is slow, and little if any activity is reported on these lines. Soda fountain glassware is in steady but moderate request.

Rumor of New Chain Store Group

Reports have been drifting into offices of glass factories in this territory from New York of a purported movement now on foot there which may result in the formation of another chain of department stores that would extend over generally throughout the counry. Edward A. Filene of Boston, Mass., has been reported to be one of the parties interested in the formation of the new chain, which would have central buying power. No time has been mentioned when the proposed merger may be put over.

The Acme Glass Co., of Olean, N. Y., is spending about $20,000 in factory extensions there, it was announced by factory supply interests here this week. The company is operating one factory, and the additional unit will be known as their No. 2 factory. The latter will not be piled in operation, however, for several months.

The Olean *Times* a few days ago took a terrific slam at the Pittsburgh critics who are opposing the erection of the factory, by declaring editorially:

"But the curbstone critics are busy, of course.

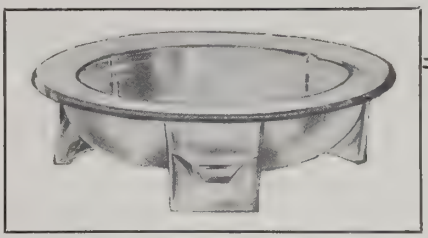
"The erection of the plant will ruin the residential section in its vicinity owing to the terrific smoke from the soft coal that will be used. Terrible!

"A local temperance organization is circulating a petition to have the erection of the new buildings stopped, because the company is said to manufacture as one of its innumerable products bottles in which intoxicating beverages might be placed. Awful!

"No local labor is to be employed, and 'scabs' are to be imported for the purpose. Horrible!

"'Aristocratic' residents in the vicinity have objected to an industrial plant being built in the locality. Preposterous!

"And so it goes on—the usual kind of bunk that anyone with any infinitesimal amount of gray matter in active commission might know was all poppycock."



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29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.



What's New in New York Showrooms

Rosenthal's New Patterns

THE Vienna and Daphner are two new treatments to grace tne open stock family of the Rosenthal China Corp., 149 Fifth Ave., which have only recently been placed on display at the concern's salesrooms. While both of the decorations are new the Rosenthal firm has already introduced them to the trade and it is quite an easy matter when once they have been seen to understand why they are commanding the attention they are. As an illustration of this it is interesting to note that Mrs. Dawes, wife of the Vice-President of the United States, saw the Vienna pattern on a recent visit to Florida. It caught her fancy immediately and she ordered a dinner service in it. The Vienna treatment which is an all over flower decor beautified further by a fancy gold edge and verge line is most pleasing in the effect it creates. Of the flowers used in its motif the Rose predominates and is most artistically utilized in conjunction with smaller dainty garden flowers. The outstanding feature of the treatment is its wealth of color. In this respect it is perfect in its blending of delicate tints, while the shading is of a character that serves to bring out the flowers in a manner true to Nature. In fact, the perfect balance and harmony of this decor could not be improved upon. The Daphner pattern, herewith illustrated, con of a double border treatment. It works out connec garlands of exceptionally pretty leaves and flowers, w spaced at three equal intervals around the rim of plate the symbolical Horn of Plenty has been worke



with its overflowing fruits, etc. Rich and lovely col of red, yellow, two shades of green and light blue h been combined for this motif in a beautiful way. beauty of both of the above patterns is enhanced by richness of the ivory body which they adorn.

Borgfeldt Exhibit Excellent Fancy Piece Assortment

NOT often is one given the opportunity to inspect such a large and varied selection of items as that which is being offered by the importing house of Geo. Borgfeldt & Co., 111 East 16th St., on the fourth floor of their building. The display consists of an imported line of German art objects and fancy pieces that presents to the buyer an excellent range of faience figured flower blocks and bowls, lamp mounts, powder boxes, cologne atomizers, pepper and salts, vases, etc. Among their lamp mounts there will be found many exceptional numbers in figures, birds, flowers, etc., in either colors or the plain white ware. The colored figures are most pleasing being shown in a variety of pretty combinations. Some of the female figures are draped in colors, while the figure itself is white. On these particular pieces tints of pink, lavender and blue have been used. Still other pieces show the figures fully clothed in styles of a century ago, while some present dancing girls. On a number of the items two figures have been combined. All of these mounts are presented in an assortment of many sizes. The largest standing about a foot high. Looking further in this display one finds a number of powder boxes that are certainly original and attractive. The handle on these is made up of a young girl in a sitting posture on a rug, the rug carries the only color of these items, the girl and body of box being in white. In addition to these there are als large number of powder boxes in a wide assortment many color combinations that are also exceptionally pre Cologne atomizers, salt and pepper sets, vases, etc., also shown in profusion, all of which are exceedin pleasing in their designs, shapes and color treatme Very modest prices prevail on all these items.

Atlas-Globe Broadway Shape

E. W. HAMMOND, 10 West 23rd St., New Yo representative for the Atlas-Globe China Niles, O., is showing a most interesting assortment unusually attractive dinnerware patterns from this tory. About twenty-five of the treatments are shown their new Broadway shape in ivory body. In this sh the factory have created one that has great charm and traction lending itself in a most exceptional way to present vogue in decorative ideas. From a round foot sides of the cover dish are carried up in an eight pa effect. The panels are moderately flared giving the dis very graceful and stately appearance. The cover is in fitting into the dish in such a manner as to form the r It is rather low and carries out the same panel scheme used on the body. The handles are oblong in shape, w the knob is round and rather low. One striking treatm

been among the decorations uses the Chrysanthemum effective advantage. It is one of their newest patterns employs this pretty flower in sumptuous clusters at three intervals around the rim and carried down the shoulder towards the center. The flowers in yellows, purples, black, green and gold edge line his decoration a certain charm that would be hard duplicate.

Mason's Ware Patterns a Treat to Look Over

C. decorations offering individuality all of their own and at the same time presenting a charm and quality of the Old World, the selections to be seen at the room of Hugh C. Edmiston, 120 Fifth Ave., present dinnerware assortment that will create enthusiasm even the most blase. An exhibit of about twenty lovely patterns in Mason's ware on the Old Gadroon shape is now This shape which has always been identified by its down edge, lends itself admirably to these decorations As a result it is a safe assumption to say that the Edmiston firm are assured of some very satisfactory business from the line. Foremost among these patterns are three very pretty underglaze prints done in pink, mulberry and green in addition to which are also a number of two color combinations. These combine the colors mentioned above with black. One exceptionally pleasing treatment is an English vista scene worked in conjunction with an exceptionally wide leaf and flower border. The Gadroon edge on this has been left white which emphasizes its charm to a marked degree. Quite distinct from the prints are a variety of old fashioned flower, fruit and bird treatments done in rich enamel colors. On these decors the Gadroon edge effect is also an outstanding feature. They are distinctly of the early English type and particularly noteworthy is the beauty and richness of their coloring and splendid blending. One pattern in particular among these displays a delightfully refreshing fruit and flower idea in colored enamels. Around the shoulder of the plate and placed at six equal intervals are fruit clusters of pears, apricots, grapes, etc., while almost covering the entire center is a basket filled to overflowing with fruits and flowers of the same character. A delicate scroll border effect in a lovely shade of pink placed a half inch from the rim and a delicate jade green edge line complete the pattern. The colors in several shades, yellow, red, green, black, blue and a lovely orange are blended perfectly and give the effect of uniformity and balance impossible to improve upon.

A Charming Pattern by Haviland & Co.

Displayed among the myriad of beautiful decorations which grace the showrooms of the Haviland China Co., 107 Broadway, is one that merits every praising word that can be said in its behalf, so exceptionally restful and delightful is the effect it creates. This is the Nosegay decor which is exhibited on the firm's Deauville shape. The illustration for this charming number fails to do it justice as it presents one of the most pleasing treatments that could possibly be found. In adapting this number the artist has taken old fashioned garden flowers for his scheme and by reason of the perfect harmony and balance which have resulted from his efforts has created an offering that is most out of the ordinary and characteristic in itself. The Morning Glory, Rose and Cornflower in all their lovely beauty used in conjunction with dainty little green leaves are worked into a continuous border motif made all the more appealing by a rich ivory background around the rim of the plate. The artistic way in which the idea is worked out and the perfect blend of the rich colors is one of the outstanding features of this decoration. Such delicate and pleasing shades as pink, blue, yellow, green, etc., are used. Then as if not satisfied with the results already accomplished, the artist has used a spray made up of the same flowers on the center of the plate. This carries the same perfection of blend and balance so noticeable in the border arrangement, while around the verge and edge an irregular gold line is placed that adds a crowning touch of beauty to the whole general idea. The beautiful Deauville shape seems to have been made especially for this decoration and the Haviland firm are indeed to be congratulated in bringing out such a perfect offering.

New French Dinnerware at Bassetts

One of the most recent lines to augment the offerings of Geo. F. Bassett & Co., the "Dinnerware House of America," 141 Fifth Ave., are the creations from the factory of Robert Haviland & Le Tanneur, Limoges, France, which they represent in this country. A visit to the Bassett salesroom discloses that the dinnerware samples from this factory are already on view for the trade's inspection. It can really be called one of the surprise lines of the trade and it is most exceptional in the appearance it presents. The decorations which feature rich ivory borders are shown in a choice of three shapes, each one of which is most charming. To give some idea of how fetching the decorations are there is one motif employing dainty fanciful flowers and delicate green leaves worked out in a continuous border idea that is exceedingly pleasing. For this colors of yellow, terra cotta, lavender and two shades of green are used that are the acme of perfection. It is no hard matter to visualize the effect this gives against the ivory background while a thin green shoulder line and gold edge line add still further to the beauty of the pattern. It is completed with half matt gold handles and knob. Then there is another splendid border arrangement showing a dainty flower scheme in combination with an irregular edging in colors of blue and black further perfected by a combined black and gold edge line. The predominating color of the whole idea is blue which is most effectively backed by such tints as yellow, terra cotta, black and green. There are also a number of exceedingly pretty encrustations shown either in plain gold or combination of colors and gold. Of the latter one treatment of rare charm shows a three-eighth inch encrusted border in conjunction with a quarter inch gold and red band and nine medallions spaced evenly around the rim. On this pattern a thin gold verge line is also used. The Bassett concern announce that the most popular of these patterns will be stocked later by them.

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Jupiter Pluvious Stymies Golfers

THE Chicago Glass, Pottery, Lamps and House Furnishings Association's Golf Tournament at the Glencoe Golf Club, Tuesday, May 24, was a golf tournament in name only. A motor caravan of 34 members of the local trade trekked 25 miles from Chicago to be met with a driving rain that obscured bunkers and fairways alike. Only three, Walter Minnemeyer, Robert Schiller and Erle Steinbeck, were sufficiently enthusiastic to conclude eighteen holes of exceedingly wet golf, the remainder confining their activities to the warmth and luxury of the Club's lounge. Of the large collection of prizes, fifteen were raffled. Lewis P. Simpson received first prize of a large thermos bottle, and T. M. Schollenberger a golf bag. It is expected that a motion will be made at the next meeting of the Association to declare the meet off and set a date for another to be held during the more favorable weather next month.

Among those who attended the event were: E. Saunders, M. Simpson, Ben Franklin, F. B. Tinker, E. M. Meder, George Turner, Ira Jones, Clyde Reasner, (Spring, K. T. Riper, Bert Rinken, Walter Jones, Rinken, S. J. Natwin, W. G. Minnemeyer, T. J. M hill, J. A. Jacobson, B. H. Walsh, F. T. Renshaw, M Tinker, R. P. White, K. Teramoto, W. H. Rhone, (Mayer, W. B. Lazure, O. C. Helm, Robert Schiller, I Soukup, Erle Steinbeck, H. Uhlman, W. J. Behnke, T Schollenberger, T. P. Simpson, J. W. Powers.

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Vernon L. Simpson, representative for the Hoc Glass Industries on the West Coast, with offices in Angeles, was in Chicago last week visiting the local r sentative, Walter G. Minnemeyer.

E. M. Meder, 17 North Wabash Ave., representin Maryland Glass Co., is showing a new long stem li solid colors in wave optic rose, green, two-tone et and encrusted gold bands. They are of exceptio graceful lines and reasonably priced.

Walter G. Minnemeyer, who fishes and golfs i boots, left last Friday on an automobile tour of Wi sin, including the Dells. He was accompanied by Minnemeyer and a party of friends, and expects to r to his office next Tuesday.

The Hocking Glass Industries, represented by W G. Minnemeyer, is offering a crystal combination f ice tea or water set in spiral optic effect edged in ma blue and tangerine. The floral decorations are hand d hair-line. There is also a line of stemware of the type.

H. R. Topping, sales manager for the Morton Po Co., Morton, Ill., was in Chicago last week visiting bers of the local trade.

The Fair Store last week gave much prominence special sale of $25,000 worth of china and glassware wide variety of pieces was displayed including a d service of thin, transparent china with a gold encr border decoration, and was priced at $116. Include the sale were over 30,000 pieces of imported Blue W dinnerware, a 32-piece set selling for $2.98, with d and soup plates 20 cents each, coffee cup and sauc cents, and sugar and creams $1.00. Service plates, rated with gold coin, acid etched borders, effective combinations and Dresden floral effects, sold for each.

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W. L. GERALD, *Chicago Representative*
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THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

The United Glass Co., 3819 West Harrison St., was recently incorporated with a capitalization of $50,000 to manufacture and deal in glass, glass novelties. The incorporators are E. A. Cassin, D. H. Rabinowitz and Michael Schneider.

The National Hotel Supply Co. was dissolved recently.

Trade Reported As Spotted

Weather, crop, trade and industrial reports continue very spotted, declares Bradstreets. From practically one-half of the reporting centers this week come advices of retarding cool, weather being a retarding influence upon retail trade, which should be good at this season, while wet roads or bad roads, or, as in the south, the progress southward of the Mississippi floods, makes for delay in seeding of crops, such as spring wheat, cotton and corn. Winter wheat prospects in the southwest certainly seem to have improved, and the leading corn states still report little planting of corn. A wide area of the lower Mississippi valley has not been planted to cotton. Curiously enough, in view of the supposedly wide distribution of moisture, it is worth noting that cotton in the south-Atlantic states, southwest Louisiana, eastern Mississippi and west Texas, and wheat in parts of Texas, Oklahoma and Kansas, need rain for best growth.

In industry a further quieting down in buying is noted as usual, with scrap material weaker, non-ferrous metals in general sagging, but large sales of copper reported on the decline. Union soft coal mines are still largely idle, with plenty of fuel offered from the other two-thirds of the industry; furniture manufacturing is quiet, and there is still a good deal of unemployment noted in the leading automobile manufacturing center. Leather and hides are not active, but shoe manufacturing is only fairly so.

On the other hand, seasonal needs have in some centers been superior to weather conditions, and in small areas where dry weather rules there is a rather decided urge forward in distribution at retail. In the cotton-goods manufacturing industry less activity was noted in April than in March. Seasonal quieting is reported in a number of industries, but the claim is made that output in the steel trade is still about equal to a year ago and in cotton goods is better than last year. Wool dealings have been rather more active in the east, and good buying is reported in the west and southwest. Cotton goods sold better at wholesale this week, and prices were generally higher.

Perhaps the most notable feature in the entire situation, aside from the curious cross-current visible in the stock market, is the rather marked revival of interest in the leading cereals and the strength of farm products as a whole, outside of hogs and hog products. The week has seen further strength in prices of wheat, corn, oats, potatoes and cotton, which, while having its rise mainly in reports of crop damage or delayed planting, has certainly taken speculation in farm commodities generally out of the rut they have been in, and may have important effects on the future prices of agricultural products generally.

The month's movement of prices generally has been rather mixed, with declines exceeding increases, but with so many important products gaining as to leave the net movement of the price indexes for May rather in doubt.

Car-loadings returns still favor this year over last, but the value of these indicia for April is to a certain extent vitiated by the fact that, while car loadings unquestionably increased over a year ago, gross receipts by the railways hauling them appear to have decreased slightly.

From 150 to 200 southern hardwood mills have been made idle by wet weather or floods. Buying is active, and prices are higher, but deliveries will be late.

The Detroit employment barometer shows 224,564 at work, a decrease of 1,664 from a week ago and of 20,876 from a year ago. The decrease in employment from the year's peak is less than was shown a year ago up to this time.

Puzzle and Ponder Over the Krockery Kwiz

PUT on the old thinking cap and puzzle awhile over the following ten krockery kwestions which are all pertinent to the china and glass trade. You'll find some of them fairly easy while others call for a deal of thought. After you finished in addition to having a lot of fun you will have increased your knowledge of the crockery and glass game.

Here's the Kwizz for this week. Answers may be found on page 31.



1—What is the meaning of the term earthenware?

2—What are the distinguished points about the chief kinds of ceramic products?

3—What firm handles Noritake ware?

4—What dishes are molded by hand?

5—What means of ornamentation are used in making china?

6—What is semi porcelain?

7—Who is secretary of the Crockery Boa of Trade?

8—What did the Romans accomplish glassmaking?

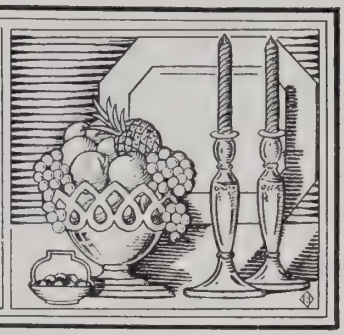
9—Why was the ancient glassmaking indu try ordered out of Venice?

10—What have the English accomplished glassmaking?

(Answers To These Questions On Page 27)



EVERY DAY A GIFT DAY



WHAT'S so rare as a day in June, bride's month, and month of roses, when youth treads the flowery path of happiness to take up the responsibilities of a new life. Gifts for the bride, and how the shops feature alluring, compelling ideas and appropriations for the nuptial concern the proper at this season. Many centuries ago, marriages were celebrated with much ceremony and splendor, and the bride was the outstanding figure of attraction for several days. Gifts, of incense, costly oils, and precious were the prerequisite presents for the bride elect. Even long journeys were undertaken on foot from distant lands to lay tributes of love and opulence at the feet of the "Queen of Hearts." The modern bride of today looks to more practicable and practical gifts with a view to equipping the new home. Glassware and china are always coveted bridal remembrances, and here the diversity of beautiful colors and patterns in flower remembrances, and table services of both glass and china, every whim and fancy can be gratified. Gift shops offer splendid inducements for unique and suitable bridal presents, and one is sure to find something needful and quite different in these shops. Dealers who are far wise will stock their china and glass sections early for there promises to be a wide demand for these universal wedding gifts. With the spring season backward, weddings scheduled for earlier, may be delayed and the demand for bridal gifts will undoubtedly continue throughout the summer. Shop windows featuring tables fully set for the nuptial feast, with dainty stemware and china correctly chosen and placed at each cover-place, is an enticing display for the passer-by and one that few can resist. This spectacle appeals to the gift-lover and the beauty of table service acquaints the shopper with the latest glass and china suitable for the bridal party. If a window will accommodate round tables, these could be set with an idea to different colors, one tone for each table with floral decorations in harmony with the service. With the large variety of significant bridal gifts, it is necessary to bring into prominence each item in an attractive display, and this rests with the dealer who realizes the importance of popularizing wares that are not only useful, but that have a potent charm and fascination, thus making bride's June day rarer than its predecessors.



Novel and attractive setting of Marshall Field & Co., Chicago, Party, Wedding and Gift Bureau featuring gifts of distinctive character and elegance.

THIS IS THE SEASON FOR JUNE BRIDES—ADVERTISE WEDDING PRESENTS SUITABLE FOR THE HOME, BRIDE AND GROOM.

Gift Table Echoes

Persuasive Merchandise Bringing Seasonable Suggestions for Today's Gift Shop

By Beatrice Miller Wisner

Lovely Lustre Cruet Set

Usefulness when combined with artistry is a gift that the bride welcomes with delight for she looks to practical table equipment and adornment as well. The choice six-piece cruet set No. 21/6972 with tray, vinegar bottle, salt and pepper shaker, mustard pot and spoon from Taiyo Trading Co., Inc., 101 Fifth Ave., New York, is one of their new and characteristic importations from Japan. The decoration which is shown on all pieces is the historic white hawthorne blossom, and bird in natural colors on a blue lustre body with tan lustre border. The concern shows a large variety of interesting gift items which their catalog features to excellent advantage.



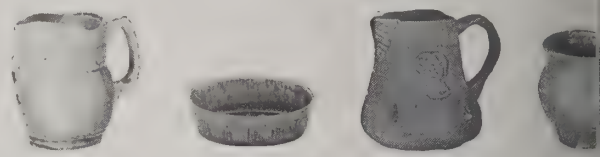
Original Czecho Lamp and Shade

The characteristic colorful imported lamp and shade from Czecho Peasant Art Co., Inc., 8-10 West 19th St., New York, is another one of the new numbers which brings the spirit of peasant artcraft from the colony of Letovice, Czechoslovakia. This rich hand decoration on lamp and shade is painted by the natives of the above colony, under the personal direction of the noted artist, Joseph Mrazek, who is the creator of the wonderful designs seen on all the Peasant Art Co.'s pottery, each piece showing the company's registered trade mark. Many new items for bridal gifts and porch adornment including vases, tea and refreshment sets, bowls, pitchers, etc, are to be found at the firm's spacious showrooms above named.



Poillon Pottery of Rare Charm

The artistic Poillon Pottery flower containers, pic by Clara L. Poillon, 125 East 70th St., New York, a appeal to those seeking utilitarian pieces that have a rative value. This exquisite pottery is the prod



long and faithful study in the art of ceramics, whic Poillon has brought to perfection through her man cessful experiments with color and glazes. Fine rep tions of historic vases, colonial pitchers and other esting pieces; lamp bases, baking dishes that wit oven heat, have been accomplished by the Poillon



at Woodbridge, New Jersey, exhibiting exactness of and fine glaze rarely achieved. Many of the quaint ers, prove fascinating flower holders. Even the bowls can be brought into commission for holding soms. Poillon pottery is shown in many beautiful blues, yellows, grey and greens. This unusual pot made on the same old type kick wheel as was used i past, and some of the moulds, pitchers, etc., are ov hundred years old. These were discovered by Mrs lon in an old disused New England pottery.

Selden Glass Noteworthy Reproducti

There can be no hesitancy in making selections fr fine reproductions of French glass, christened " Glass," which has been brought to a state of perfection never before witnessed in this country. This glass is shown and controlled by Howard G. Selden, 225 Fifth Ave., New York, in a variety of graceful shapes and beautiful colors; honey, jade, sepia, and lilac. The two artistic pieces herewith pictured, the bowl, No. 2666 and the 7-inch comport, No. 26 especially decorative and useful for table and floral There is something truly irresistible and compelling this exquisite glass, and its unusual character a lightful coloring at once attracts the gift seeke appreciates perfect modeling and harmonious colo



Unity in Lamp Base and Shade

Th harmoniously lamp pictured, artictically demon-at in the rich "Lavinite" pottery lamp vase, by Art Industries, Inc., and the colorful hand decorated shade in perfect accord with the type of base by Darling Studios, leaves nothing lacking in concordant effect. Both concerns have showrooms at 225 Fifth Ave., room 515. The fine metalic color and rich finish of "Lavinite" pottery has sustained prestige with exclusive users, and the beauty of the arling Studios parchment shade, adding lively color to e it, affords a combination that is outstanding in char-te and distinctive style.





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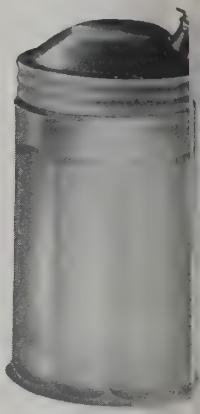
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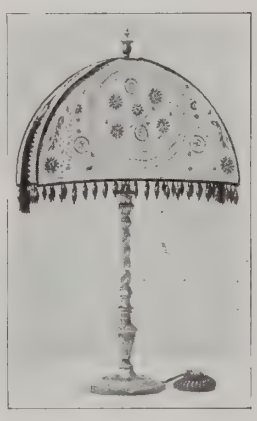
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LAMP BUYERS' JOURNAL
222 W. Adams Street
Chicago Ill

"There Are Only 2 Kinds of Salespeople—"

Divided They Are the Kind You Could Kiss and Kind You Could Kill Says Woman Shopper

A FEW years ago I went with a friend to hear a lecture by a great sales specialist who, in the course of his talk, divided customers into half a dozen more classes: the timid customer, the nervous customer, the positive customer, the arrogant customer, the quick customer, the slow customer and what-not. But the idea was not new. Long before I heard him I had, in my own mind, divided salespeople into two classes—those I could kiss and those I could kill—a ratio of about 1 to 100, says Selma Baer Elgutter in the *Retail Ledger*. Just ponder the hundred with me for a moment.

Among the ones I could kill with slow torture are what I call the "Miss Muffets"—you know—those who sit on their muffs and eye you up and down much as though they were the spider, only with a cold disdain, so that you wish one frightened away. They are usually in the fur coat departments. When you are about to leave, wondering whether it's an unknown run in your stocking that have been staring at or a rainspot on top of your head, one of them reluctantly relinquishes her place of vantage and sighs heavily as she asks you "Something?" To be sure, I am not imposing of stature nor of bearing but she has undoubtedly been told again and again that however humble, I am her real "boss" and that I control from 85 per cent to 95 per cent of the purchasing power of my home. I usually answer "Yes" to her question, let her show me her stock, and then make her turn over to the head of the department before I'll buy. I realize all the time how ridiculous it is to be so vengeful, I suppose it's the instinct of self-preservation.

Closely akin to the "Miss Muffets" are those more genial but none the less stupid sales-souls who dash a "Oh! those are much more expensive," or "Those are on sale" over your ardent inquiry about some of the models you have chanced to notice at the Special Price Selling. How does she know but that I might splurge the radio to own one of those alluring creations? Another murder-in-me-inspiring sales-type is the person at the notions or toiletry counter who simply ignores me as she writes in her sales book, talks to her girl friend, powders, rouges and lipsticks until in desperation I pick up three or four articles and pretend I'm about to shoplift. Then she comes quickly. She also comes quickly if I'm not looking" as I pass her counter. At least it always seems that when I want to take my ttime in selection there are a dozen salesfolk to harry and hurry me. I feel like Martin's character, Mrs. Tilford Moots, who declared "I came home without a thing today, the clerks were me out."

Then there is the dumb Dora who insists that my want is impossible to fill. To my: "Have you any novelty candy, say for about $1, suitable to send as a gift to a 5-year-old?" She answers, "No, not a thing." I look a bit incredulous and begin to poke about the counter. She turns to wait on another customer and I spy a candy grocery store. She finally answers my "What's that?" with an annoyed look and I fear the coveted gift may be priced $10 instead of $1. She brings it out, thrusts it at me and mutters, "Seventy-five cents." I buy it, all the time wondering not so much how she got that way but why she's allowed to stay that way.

These are to me the most virulent of the "killable variety" of salespeople. The ninety-four or five other types that grieve me are all variations of the supercilious species, with the exception of the one who "honeys" and "dearies" me and assures me that everything I try on is "perfectly darling" on me and that I "couldn't go wrong buying it." She's just as bad!

Among the "Kissables"

The "kissables" win me completely. No doubt I should quarrel with them on one score—they part me from far too great a portion of my budget! How I adore the shoe salesman, for instance, who never mentions the regrettable fact of my low instep but concentrates on fitting me with a style that will overcome that defect. Would that there were more of those millinery geniuses manning the hat sections—the ones who understand line and color in their relations to full-face, profile and general height—who inspire you to buy the more becoming of two hats even though the rejected chapeau may be more practical or higher priced—who suggest that your decision may be made easier by taking two or three models home to try with other frocks (always with provision that they be returned on the morrow—what could be fairer?)

A kiss, too, for those frock and coat salespeople who enter sympathetically into my size-problem—who will take out all they have, if necessary, and then frankly admit that nothing in stock is suitable for me, if that happens to be the case.

Gratitude overcomes me, also, when the house furnishing department person realizes how important it is that I have the proper labor-saving brushes, cost they no more than 10 cents each, and through that little contact glimpses something of my character or weaknesses and ladens me with other new and helpful devices, adding thereby to my convenience and her day's sales. She or he must not be overlooked, either, who has gift-wisdom and knows just

(Continued on page 31)

"The Top that Sells the Bottom—Since 1838."

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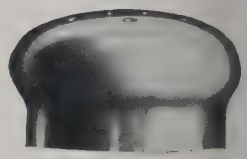
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No. 116

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VERS TO KROCKERY KWIZZ ON PAGE 21

1-Earthenware is a product which is ade and porous (permitting moisture to p through its body). This means merely t he body inside the glaze is porous. When a icle is glazed, it is covered with a glassy t ig which keeps all moisture from finding v y into the body of the ware. Earthen- r is therefore protected from all chance l quids seeping into the product except e the glaze has been chipped off. If the z is broken a porous body absorbs mois- re Practically all earthenware articles are z d, though common red flower pots are c ception. Sometimes Indian bowls and i r articles are glazed only on the inside. r enware is made into dinnerware and n pieces of all kinds.

2-Earthenware (sometimes wrongly l porcelain) opaque, partly vitreous, a ically always glazed. China—translu- t vitrified, glazed. Porcelain—translu- t vitrified, glazed.

3-Morimura Bros., Inc.

4-Some dishes—such as meat platters, k s and covered dishes—can be shaped l on a special jigger because they are not u l. Since this machine is expensive, such h are usually made by hand in moulds. h the plaster has absorbed some of the m ure from the clay, the articles shrink d re removed to dry. In this way the use- l nd attractive oval shape can be pro- c l.

5-The chief ones are: Printing, using de- c mania, painting by hand. Applying gold. c sting with gold.

6-Semi-porcelain is a term used by dealers n an a high grade of earthenware, and yet is not the same as porcelain in composition d ring. Articles for table, hotel, and sani- y use are made of it. It is practically the n thing as semi-vitreous ware, though n kinds may be thinner.

7-L. S. Owen.

8-The Romans developed the art of glass- l ng to a very high state. Glass was used n ch the same way that china is used in c rn times. Indeed, the Romans paid al- s no attention to the making of porcelain d levoted their energy to the production g ss.

B wing, molding, pressing and cutting r all known and skilfully practiced. Both c ed and crystalware of an excellent a ty and in pleasing designs were made. e mens of artistic work have been found in buried houses and in the catacombs. When the Emperor Constantine moved his capital from Rome to Constantinople, he took skilful glassworkers with him, exempted them from taxation, and in various ways encouraged their work. The men of the city continued to follow their art and were the most skilled artists known until they were surpassed by the Venetians.

9—The glass making industry flourished in Venice until so many glass-houses were set up that the council, in fear of fire from the numerous furnaces, in 1291 ordered the removal of all factories to the Island of Murano. Here beautiful wares were made, wares that often sold for more than similar articles of gold. For centuries, crystal had been the only kind of glass made, but finally the workers began to experiment with colored products. They learned also that reheating adds to brilliance of glassware, and in their eagerness to achieve good results, they are said sometimes to have heated a piece fifty times. Their products were distinguished by lightness, exquisite coloring, and fantastic shapes. The originality of their designs may have been due to the fact that the wares were producd in many small factories rather than in a few large ones, and the chance for duplication was thus lessened.

During the seventeenth century the industry was at its height. Shortly after this other countries began to develop the art. The invention of flint ware, which is soft and therefore suitable for cutting, was a serious blow to the Venetian workers. The industry gradually lessened in importance until it had declined from 300 factories at the beginning of the seventeenth century to only one at the opening of the nineteenth. A little later, however, certain old processes were revived and new ones were worked out (particularly under Radi and Salviati) and now Venetian glass has again become important. Much of it is very artistic and deserves high praise.

10—The earliest glass used in England was probably made by the Romans, but later some crude native ware was developed. Nothing very important was achieved however, until the seventeenth century, when Venetian workers were brought in. These men, together with French glassmakers who had left their own country for political or religious reasons, made wares of excellent quality and gave such an impetus to the trade that many new factories were established in various cities.

(Continued on page 30)

New York Imports

May 25th

S. S. American Banker, from London, England

Tobias & Co., 8 cases glassware
Gerhard & Hey, 1 case glassware

S. S. Baltic, from Liverpool, England

Fondeville & Co., 7 packages earthenware
Boote, E., 13 packages earthenware, 3 casks china
Leyland, P. N., 17 packages earthenware
Gunthel & Cruveilher, 3 casks china
Sendor Co., 10 crates earthenware
Pitcairn, W. S. Corp., 14 packages earthenware and china
Bassett, G. F., & Co., 20 packages earthenware
Macy, R. H., & Co., 3 crates earthenware
Maltus & Ware, 3 cases glassware
Hull, A. E., Pottery, 15 crates earthenware
Spence, C. R., & Co., 1 crate earthenware
Panama Pac. Line, 51 packages earthenware
Benedict Mfg. Co., 2 hogsheads earthenware
Hackney, H. C., 1 cask glassware
Kupper, H. C., Inc., 9 crates earthenware
Straus, &., & Sons, 6 crates earthenware
Corbett, M. J., & Co., 2 crates earthenware
Boote, E., 1 crate earthenware
Bernard, J. E., & Co., 10 crates earthenware
Sellers, C. W., 14 crates earthenware and china
Irwin, J. D., & Co., 3 crates earthenware
Byrnes, W. J., & Co., 3 crates earthenware

S. S. Thuringia, from Hamburg, Germany

Murray Hill, F., Co., 5 cases glassware
Irving Miller & Co., 8 cases hollowglass, 1 case earthenware
Levy, M. D., Co., 3 cases crockery
Eli Lilly Co., 1 case glassware
Koscherak Bros., 8 cases glassware
Bengol Trading Co., 7 cases glassware
Gallagher & Ascher, 1 case hollowglass

S. S. Laura O, from Naples, Italy

American Express Co., 39 cases earthenware
Hudson Forwarding & Shipping Co., 21 cases earthenware
Order, 123 packages earthenware

S. S. Vancouver Maru, from Leghorn, Italy

Tice & Lynch, 10 cases earthenware, etc.

From Palermo, Italy

Richard Shipping Co., 4 baskets earthenware, 12 cases majolicas

S. S. Minnekahda, from London, England

Brown Bros., & Co., 65 cases mica

May 26th

S. S. Burgerdyk, from Rotterdam, Holland

Torlotting, E., 7 cases earthenware
Leonard, E. W., 1 case painted glass
Irwin, J. D., & Co., 22 crates glass lamp globes
Order, 1 case glassware
Phoenix Shipping Co., 163 cases crockery, etc.

S. S. Drottningholm, from Gothenburg, Sweden

Venon, J. H., 155 cases glassware
Meadows, Wye, & Co., 5 cases glassware
English Antique Shop, 1 case glass patterns
Vandegrift, F. B., & Co., 1 case porcelain
Marshall Field & Co., 3 cases glassware

S. S. Republic, from Bremerhaven, Germany

Chatham & Phenix National Bank, 14 cases earthenware
Redden, C. A., 1 case hollowglass, 2 cases hollowglass, 5 cases crockery, 30 cases earthenware
Globe Shipping Co., 53 cases toys and crockery
American Express Co., 6 cases hollowglass, 3 cases earthenware
American Express Co., 60 cases hollowglass
Sussfeld, Lorsch & Schimmel, 1 case glassware
Fischer Scientific Co., 12 cases hollowglass
Simon Bache Co., 1 case glassware

S. S. Olympic, from Southampton, England

Haviland China Co., 61 casks porcelain
Guerin Pouyat Elite, Ltd., 14 casks porcelain
Vogt & Dose, 11 casks porcelain
Straus, N., & Sons, 32 casks porcelain
Koons, Wilson Co., 3 casks porcelain
Honbigant, Inc., 27 cases glassware, etc.
Titan Shipping Co., 9 cases glassware

May 27th

S. S. Hellig Olav, from Copenhagen, Denmark

Intersped Co., 2 cases porcelain
Royal Copenhagen Porcelain Works, 12 packages porcelain faience
Overton & Co., 1 case porcelain
American Railway Express, 1 case porcelain

S. S. Oklahoma, from Havre, France

Parrott, L. L., 2 casks earthenware

May 28th

S. S. La Savoie, from Havre, France

Globe Shipping Co., 1 case glassware
Gimbel Bros., 2 cases glassware
Bing, F., & Co., 7 cases glassware
Suter, A., 1 case porcelain goods
Haviland, T., 56 packages porcelain
Importers Freight Service, 1 case glassware
Gunthel & Cruveilher, 19 casks chinaware
Commonwealth Bank, 20 cases glassware
Taub, Hummel & Schnall, 23 cases glassware
Hudson Fwdg. & Shpg. Co., 8 cases glassware
Coty, Inc., 29 cases glassware
Coty, Inc., 30 cases glassware
Salomon, L., & Son, 5 cases glassware
Vandegrift, F. B., & Co., 1 case glassware
Pritchard, R. L., Co., 2 cases chinaware
Globe Shipping Co., 1 case glassware
Van Oppen & Co., 2 cases glassware
Vantines, A., & Co., 4 cases crockery
Globe Shipping Co., 8 casks chinaware
Globe Shipping Co., 3 packages porcelain
Bloomingdale Bros., 6 cases earthenware
Rossman, R., & Co., 6 cases ceramic tiles
Rigaud Co., 8 cases glassware
Cie Gle Transatlantique, 1 case glassware
Shapis, K., 1 case glassware
Phoeni Shipping Co., 11 cases glassware
Sheldon, G. W., & Co., 1 case glassware
Sheldon, G. W., & Co., 1 case crystals
Fenton, A. W., 2 cases glassware
Bernard, J. E., & Co., 3 cases glassware
Macy, R. H., & Co., 4 casks chinaware
Semon Bache & Co., 11 cases glassware
Van Oppen & Co., 3 packages chinaware

S. S. Mayebashi Maru, from Kobe, Japan

Baehr, E. B., 5 cases porcelain
Geo. Ross, & Co., 11 cases porcelainware, etc.
Japanese Fan Co., 22 cases earthenware, etc.

From Nagoya via Yokkaichi

New York Mdse. Co., 50 cases earthenware
Gimbel Bros., 28 cases earthenware
Nadel & Shimmel, 7 cases toys, 9 cases porcelain
George Ross Co., 46 cases porcelain and earthenware
Taiyo Trading Co., 309 cases porcelain, earthenware, etc.
Mohawk Novelty Co., 6 cases porcelain
Butler Bros., 69 cases porcelain
Morimura Bros., 550 cases porcelain, earthenware, etc.
Woolworth, F. W., & Co., 20 cases porcelain
Haruta & Co., 218 packages porcelain and earthenware
Tuska, A. L., Son, & Co., 104 cases porcelain and earthenwa
Imoto Bros., Inc., 128 cases porcelain and earthenware
Nagoya Seitosho, 101 cases porcelain and earthenware
Nara Trading Co., 59 cases porcelain, earthenware, etc.
Mogi Momonoi & Co., 202 cases porcelain and earthenware
Tuska, A. L., Son, & Co., 184 cases porcelain and earthenwa
Langfelder, Homma & Hayward, 68 cases porcelain chinawa
Block, L. D., & Co., 75 cases porcelain
Gary Eigner Corp., 139 cases crockery
Globe Shipping Co., 18 cases porcelain

May 31st

S. S. Aquitania, from Southampton, England

Chase National Bank, 3 cases glassware
Clark, G., Jr., 1 case chinaware
Hensel, Bruckmann & Lorbacher, 3 cases glass and earthenw
Collins, H., 2 cases glassware, etc.
Davies, Turner & Co., 1 case glassware
Altman, B., & Co., 7 cases porcelain, glassware, etc.

S. S. Rotterdam, from Rotterdam, Holland

Meissner, G. E., & Co., 14 cases enameled hollow ware
Borgfeldt, G., & Co., 7 casks earthenware, 44 cases do, et

(Continued on page 31)

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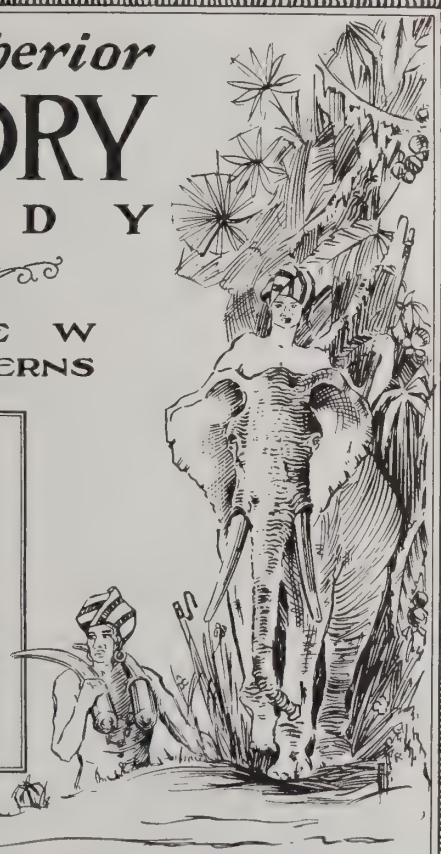
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J. Fabozzi, house furnishings, toys, M. Lurie & Co., Amsterdam, N. Y., 128 W. 31st St. (S. Hoffman).

Miss S. Coggin, china, lamps, Chamberlin-Johnson-DuBose Co., Atlanta, Ga., 60 West 35th St. (Wm. M. Van Buren).

J. Henry, house furnishings, toys, J. L. Hudson Co., Detroit, Mich., 1440 Broadway (Assoc. Mdsg. Corp.).

F. Silbiger, china, The Meyers Co., Greensboro, N. C., 105 Madison Ave. (Mdse. Reporting Co.).

Mrs. M. Coates, white china, Broadway Department Store, Los Angeles, Calif., 128 W. 31st St. (Weill & Hartman).

G. E. Crawford, furnishings, Bullock's, Los Angeles, Calif., 1440 Broadway (Assoc. Mdsg. Corp.).

M. Schwartz, china, glassware, toys, Golden Rule, St. Paul, Minn., 128 W. 31st St. (American Retailers' Ass'n.).

I. E. Fronani, china, glassware, Woodward & Lothrop, Washington, D. C., 370 7th Ave.

Answers to Krockery Kwizz

(Continued from page 27)

The greatest contribution of the English to glassmaking was the development and perfection of flint (lead) glass and of the art of cutting. Flint ware is especially suitable for cutting because it is so soft and has a beautiful sparkle. Before long, English cut glass was the best in the world, and several cities became important centers for this work. Tableware of various sorts is now the chief product. Although it lacks some of the original qualities of Venetian and Bohemian articles it is very beautiful and desirable, and in great demand. Cutting is also done in London, Bristol, Birmingham, Belfast, Dublin and Glasgow.

PETER POTTER



Peter Potter Says: Ets interestin' to watch a feller who wouldn't think of walkin' across th' street in th' rain when he's in th' city go out 'n play 18 holes 'o golf in the pourin' rain in th' country. And speakin' of golf clubs reminds me of the 19th hole and the 19th hole reminds me that there is certainly a big demand for cocktail glasses these days.



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.



NOVELTY FISH AQUARIUMS

No. 106 B
Oval Aquarium with Black Glass Stand
Holds 3 Quarts

Ask for Circular Showing Full Line Black Glass Stands and Iron Stands

GILLINDER & SONS, Inc
Tacony Philadelphia

Two Kinds of Sales People

(Continued from page 25)

hat 10-year-old girl or a 50-year-young aunt might like, th y who can take hold of my impromptu party plans il, y a suggestion here and a selection there, help me t a highly finished affair.

It is only natural that my retail realities should be so eal concerned with salespeople—they are the ones with ho I deal the most—almost to the exclusion of others th stores. Once in awhile, however, it is brought home n that delivery departments and adjustment depart- en and advertitsing departments exist.

O y last week I ordered some kitchenware and, being a urry, decided to have it delivered. I asked that de- er be made before ten in the morning as I did not ex- ct o be home after that. This was promised, so what as my surprise the next evening to return home to my ar ent and find a large box addressed to me, waiting r e in the street hall—not even up before my door. uc y no one had carried it away, though it would have en very easy to do so and I wondered what the store ou have done in that case. Doubtless it would have ta d endless red tape. And it is just that red tape a ustments that makes me buy with extreme caution d ossibly causes the salespeople at times to classify me to the categories of "queer customers." And it does en to me that stores might make it easier for the con- er ous patron to return articles. I had occasion to y ome buckles at two different stores not long ago. e store I bought two with the understanding that I ou keep one. At the other I purchased three with e me understanding. The first ones were for myself: e hers for my sister. It wasn't hard at home to de- m e which to keep. I took the others back. At the st tore, although the two had not been bought at the m counter, the clerk made the adjustment, giving me r it slip for the returned buckle. At the second store w compelled to go to another floor to the adjustment pa tment, explain in detail that I had taken out three d as returning only two, and wait an extra ten minutes r e credit slip. I know it speeds up service and relieves e alesperson of responsibility when adjustments are d in a separate department. But for simple exchanges t urns of inexpensive merchandise made by regular st ners of established honesty the first store's policy ol vell with me.

Unreasonable Red Tape

The second store used the same unyielding method in a g with a friend who purchased a flower bowl to send t f town as a gift. The bowl arrived in pieces, but e ore demanded that the pieces be returned to them fo they would substitute an undamaged one—and the am nt involved was only about a dollar! "It's bad o h," complained my friend, "to have the gift delivered b n, without making the recipient return the pieces! sh I never shop there again."

Adjustments are a delicate matter at best, but most of the stores with whom I have dealt have not solved the personnel problem of that department. The adjusters have the attitude, "I am defending the store's side," rather than "I want you, the customer, to be happy." Granted the customer is wrong, an intelligent adjuster can often get his way and yet keep the purchaser's friendship for the store. Being human, I may spend more time and energy than the article is worth, just "for the principle of the thing," and go away thoroughly disgruntled over the argument. The store probably credits my account in the end, but it might have saved my time and my pride by agreeing in the first place. Just think! I have occasion to visit the adjustment departments only at rare intervals during the year, yet the very thought of some of those visits rouses my extreme ire.

There are many large and important retail stores in my community. Some have specialized in advertising and publicity; some have concentrated on complete assortments, and one, while not neglecting these first items, has perfected its sales and service personnel. It has a good name with all classes and enjoys a world of good will not only in town, but in its mail-order department, throughout the Nation and even further.

I wonder if there isn't a lesson there for other stores. But then, of course, I'm only a customer and I'm not supposed to know anything about matters of that sort, even though, without me and my kind, not one of those stores could exist.

New York Imports

(Continued from page 28)

Noe, W. R., & Sons, 138 cases lamp shades
Bing, F., & Co., 5 cases crockery
Van Doorn, W., 3 cases porcelain, 10 cases glassware, 15 cases crockery, 53 cases toys, etc.
Bourman Bros., & Co., 13 cases crockery
Macy, R. H., & Co., 13 cases crockery
Woolworth, F. W., & Co., 409 cases toys, etc.
Amer. Exp. Co., 3 cases earthenware
Thurnauer, G. M., Co., 87 cases toys, crockery, etc.
Grant, W. T., Co., 18 cases toys, glassware, etc.
Phoenix Shpg. Co., 151 cases toys, crockery, etc.

OBITUARY

C. A. O. Janssen

C. A. O. Janssen, of 6 North 27th St., Camden, N. J., died suddenly on Friday, May 27th. Mr. Janssen has been connected with the sales force of Ebeling & Reuss, of Philadelphia, since 1917, and was well-known to the trade, having been in the china business practically all his life. He was about fifty years of age. The funeral took place on Tuesday, May 31st, from the funeral parlors of B. F. Schroeder & Sons, in Camden. Mr. Janssen is survived by his wife and three sons.

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb
Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

E. TORLOTTING, INC., *35-37 West 23rd. St.*
Representing Cristalleries De St. Louis, Plateelbakkerij "Zuid—Holland", Gebr. Lorenz (Czecho-Slovakia). Gramercy 5299.

UNITED ARTS AND CRAFTS INC., *47 W. 47th Street.*
Modern ceramics in unusual forms, colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Herbert Glass & Import Corporation, 35-37 West 23rd St., representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties

THE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

NORMAN HAWTHORN, *225 Fifth Ave.*
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PHOENIX GLASS CO., *230 Fifth Ave.*
Illuminating glassware, electric portables, oil lamps, etc. Telephones, Ashland 9024-9025.

THE H. E. RAINAUD CO., *242 Fifth Ave.*
Table, Boudoir, Desk, Piano, and Floor Lamps in exclusive designs and finishes. Adelphi Lamp Shade Co., representatives.

THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
Lamp Shades and Lamps. Telephone Madison Square 8860-8861.

DOMESTIC POTTERY

T. W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St.*
F. D. Van Arsdale, New York Manager. Art Pottery, Jardinieres, Baby Plates and Sets, Bird Baths, Carden Pottery.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

JOHN L. PASMANTIER & SONS, *5 West 20th St.*
Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

COX & COMPANY
120 Fifth Avenue
Entire 5th Floor
N. W. corner of 17th Street
Telephone Watkins 8467

Glassware

Imperial Glass Company
Huntington Tumbler Co.
The Silver City Glass Co.
Lewis County Cut Glass Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co

Pottery

Oxford Pottery Co.

DECORATORS

FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *200 Fifth Ave., Room 208.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*
Representing Fenton Art Glass Co., *Glassware, cut, colored and plain* Sterling Glass Co., *Fine Heavy Cut Glass.* Westmoreland Glass Co., *High Grade Table Glassware and Specialties.* Indiana Glass Co., *Pressed Table Glassware and Lamps.* American Bisque Co., glazed flower pots, bulb bowls, etc. Co-Operative Flint Glass Co., *Table and Soda Fountain Glassware, Aquaria, etc.* Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., D. C. Jenkins Glass Co., McDonald Glass Works, Inc. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850

McKENNA BROTHERS SALES CORPORATION, *1271 Broadway, corner 32nd Street.*
McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

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WILLIAM G. MUELLER, *35-37 West 23rd St.*
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PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*
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The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitrified China Co.
W. I. Tycer Pottery Company.

HENRY WITTE, 43 West 23rd St.
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

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for
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IVORY
PATTERNS
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Moderate
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Chantilly Pattern

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This advertising, together with the name and reputation of the genuine Haviland, should bring you profitable business—*if you are supplied with the necessary variety of patterns.* Are you?

We carry in New York, ready for immediate delivery, a great variety of patterns—every type of decoration—the whole price range—in full open stock and in assorted packages. This means that we can immediately supply any items you need to replenish your stock. *Write or call.*

It will cost you sales if you have to say "We haven't these patterns in stock."

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DECORATED BY
Haviland & Co
Limoges
on decorated china

Every piece of *genuine* Haviland China—the product of the original Haviland, established by David Haviland in 1837—bears the trade marks shown here.

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France
on white china



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Crockery AND Glass Journal

THE REPRESENTATIVE PAPER OF THE INDUSTRY
PUBLISHED WEEKLY SINCE 1874

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 23

JUNE 9, 1927

IN THIS ISSUE

Urge Government and Business to Cooperate in Elimination of Economic Wastes—The Practicability of Setting Up A Working Arrangement By Which Government and Business Can Cooperate in Eliminating Economic Wastes Is Pointed Out By Judge Edwin B. Parker, Chairman of the Board of Directors of the United States Chamber of Commerce

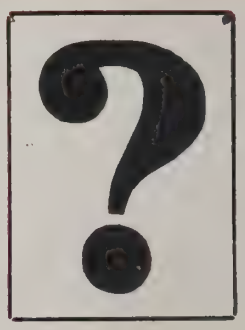
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

To have a permanent New York mailing address?

To receive information about any particular line?

To receive a reminder of coming events and activities?

To be advised about important changes in the trade?

To be listed in advance of your coming to the New York market?

CROCKERY AND GLASS JOURNAL

will do all these things for you

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Vol. 104. No. 23. June 9, 1927.

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Offered in a wide range of decorations; from the conservative to the most unconventional, you are certain to find on the Oakmont Shape decorations that will appeal to your trade.

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Princess Ivory

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A Postcard Request Will Bring Our Rates

The CROCKERY AND GLASS JOURNAL

45 East 17th Street

New York City

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Dignified
Distinctive

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Royal Worcester
Allertons
Crown Ducal
Greens
Price Bros.

English Wares of Merit

If It's Worthy
We Stock It



Royal Worcester Bone China

Illustrating the "BORDEAUX" in the Cartouche—and a well merited name it is. Cheerful, suggesting happiness, joy, prosperity. Ivory rim.

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W.S.George
IVORY

"ARGOSY" SHAPE

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---

THE "ASTOR SHAPE"

A Creamy White Body

THE W. S. GEORGE POTTERY CO.

General Offices, East Palestine, Ohio

Plant No. 1: East Palestine, O.
Plant No. 2: Canonsburg, Pa.
Plant No. 3: Kittanning, Pa.
Plant No. 4: East Palestine, O.

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AS THE EDITOR SEES IT

t Can't qeath a ership

Emphasizing the fact that the day has gone by in the United States when mere possession carried with it industrial leadership Lewis E. rs n, Chairman of the Executive Committee of the n er of Commerce of the United States, pointed out a address before the Bridgeport Chamber of Com- c that management, the third element in industry, d on its own feet.

T days when industrial leadership could pass merely ir eritance or influence are over," he said. "In our se industrial system leadership must be won by train- a capacity.

It s a striking fact that the men who today are re- ns le for the management of the nation's leading in- tr s almost without exception rose from the bottom h industrial ladder.

T present managing head of the Standard Oil Com- y ntered that company as a fifty dollar a month sten- ap r. The president of the General Electric started a elper in the repair shop at a dollar a day. The ls f the two greatest electric utilities systems in the nt began respectively as a mechanic and a clerk. A ecent survey showed that of the 29 heads of our re mportant railways, 28 came from the bottom. ve started in the operating department; six came up ou the traffic department; seven began as engineers f r as subordinates in the legal department. Thir- t c them were college graduates who were content to n heir business careers with low wages and long rs.

Running Down the Overhead

Overhead, which with labor and materials constitutes the trilogy that determines the success or failure of an industry, still remains an unknown quantity in many lines of American business. This is the conclusion of the Department of Manufacture of the Chamber of Commerce of the United States which has completed a study of The Evolution of Overhead Accounting, In handling the overhead, it has found, many otherwise progressive plants are still very much in the dark.

In the old days the difference between income and outgo which could not be accounted for by costs of labor and materials was known as overhead. Later, with the introduction of cost accounting, the character of overhead was more definitely determined. Some manufacturers found that they were making things at a loss instead of a profit when the overhead was included in the production costs of specified articles.

To use a typical case overhead is the cost of belting, grinding, tools, supplies, stationery, sweepers, movement, inspectors, and supervision. One might add depreciation, repairing the roof, taxes, insurance, light and other things —all of which are voraciously eating up profits.

The Department of Manufacture will attempt to determine what is fundamental in overhead accounting in order that the small manufacturer as well as the large may know how to proceed in laying this ghost.

CAUGHT IN THE NEWS NET

THE Godfrey-Heaton Co., 212 Fifth Avenue, announce that they have moved their sample rooms and office to larger quarters in the same building. They now occupy rooms on the Fifth Avenue front of the building and have made some very attractive changes. New fixtures have been installed to show their displays which are larger than ever before and their new home is most attractive.

W. J. Craig of the Copeland & Thompson sales force arrived back home last week having been away on the road since last March. His trip took him through the South and as far west as the coast.

Returning recently from a two months' trip over Southern territory Fred C. Reimer, head of the Fred C. Reimer Co., Inc., sailed last week aboard the *Aquitania* to visit the various European factories represented by his firm in this country. His itinerary calls for him to be away until about July 15.

Sid Thompson, head of Copeland & Thompson, Inc., who returned to headquarters last week after an extended sales trip, left last Saturday aboard the *Cedric* to visit the factory of W. T. Copeland & Sons, Ltd., Stoke-on-Trent, England. He will be away until the middle of August conferring with his principals relative to new patterns, etc. Mr. Thompson was accompanied on the trip by his wife.

C. H. Hurlburt, china, glass and lamp buyer for D. M. Read Co., Bridgeport, Conn., and Mr. Nevins, china and glassware buyer for the Gilcrist Co., Boston, were in New York this week.

Despite a note of pessimism which seems to reign in the trade of late several wholesale houses reported business to be more than satisfactory. One big Englishware house reported that "June opened with a bang. Not in months have we received the volume of mail business that has poured in since the first of the month." Another wholesale firm declared that they had no cause for complaint while a prominent establishment dealing in china, glass and giftware reports that business is unusually good.

Leon Neubrick, china buyer for Crowley, Milner Co., Detroit, was a visitor to the New York mart this week.

Rene Dunne, of the E. Torlotting, Inc., sales force, Saturday on a two weeks' selling trip to Boston vicinity.

A. O. Bendig, of the Morimura Bros. sales force, turned from a selling trip Sunday, while William Rh who handles dinnerware for the same firm, left Satur for a selling trip through the middle west.

William G. Mueller, of the firm bearing that na returned Tuesday night from a two months selling through the middle west and west.

"Gus" Baub, china and glassware buyer for Hartma Chicago, dropped into the metropolis this week and ca on several crockery and glassware houses.

"Gabe" Torlotting, head of E. Torlotting, Inc., is b on the job after spending a couple of days at home w an aggravated case of tonsilitis. Inactivity is not "Gabe's" makeup and so the flying chinaware man co not stay away from business and returned to work des his doctor's orders.

F. Bing & Co.'s Successors, the importing house 67 Irving Pl., are making extensive alterations at their sa rooms which occupy a number of floors at this addr The second floor is being completely renovated to prov for extra display space, while on the street floor where offices are located as well as a part of their displays beautiful new entrance is being built. These changes be a decided improvement to the already splendid appe ance of these floors.

Taiyo Trading Co., Enlarges New Engla Showrooms

So successful has the representation of the Taiyo Tr ing Co., Inc., been by N. Masuda & Co., in New E land, that the firm has been compelled to enlarge its sh rooms in that territory. Fortunately the company been able to secure rooms next to the present ones in same building. The floor space when renovations h been completed, will be twice as large as the present o and will enable the firm to display its complete line. showrooms will be completed by July 1st.

Suggest Crockery and Glass Trade Outin

A few men including a couple of out-of-town buy were discussing the possibility of holding an outing

rade this summer up in "Charlie" Postley's office yesuy, when the CROCKERY AND GLASS JOURNAL reporter bened in. "Why don't you run a note in your News department and find out what the general sentiment he trade on the suggestion of holding a trade outing was asked. Hence this item. It is suggested that the be about the first Saturday in August. This publicawill be pleased to receive any comments on the sugon.

ue Golf Tournament Next Thursday at Forest Hill Field Club

he June tournament of the Pottery, Glass & Brass Association will be held on Thursday, the 16th, at st Hill Field Club, Bloomfield, N. J. (Railroad sta- North Newark, N. J.). The privileges of the club been obtained for us by Joseph F. O'Gorman. The naments have previously been played on the old se. There is now a completely new layout of which y favorable reports have been received.

ain may be taken from Jersey City, Greenwood Lake ion of the Erie Railroad, at 9:15, 10:29, 11:30 or 5 A. M. Daylight Saving Time, but in case of an gency, there are trains at 12:52; 1:40 and 1:48 P. M. tickets for North Newark. Take taxi to club.

automobile from New York, via North Broad St., ark, N. J., turn left at Bloomfield Ave., along Bloom- Ave. to Mount Prospect Ave., past Erie Railroad s to John St., thence to Bloomfield Ave., Bloomfield, urn right at florist's sign.

Schools are still in session and caddies must be ard for by Saturday, the 11th at latest and the Secre- should be informed of all entries by Friday, the 10th.

Onondaga Pottery Insures Employees

The Onondaga Pottery Co., Syracuse, N. Y., has oed a cooperative program incorporating substantial rve awards among its protective features, which const f approximately $1,000,000 group life insurance, sick nd non-occupational accident benefits, a visiting nurse rve and the periodical distribution of health educam pamphlets. Announcement of the plan was made E. Salisbury, president of the pottery company.

Effective through contract with the Metropolitan Life surance Co., the plan is cooperative, with the employer nd employees sharing the cost through joint payment of remiums.

The schedule of protection provides $500 life insurance or each employee with six months service to his credit. He will also receive temporary disability benefits, ranging, according to his weekly salary, from $5 to $20 a week. These payments will be made when an employee is rendered unfit for work because of sickness, or injury received while off duty. They will continue, in each case disability for a maximum of twenty-six consecutive weeks.

Total and permanent disability is covered by a provision which stipulates that under such conditions an employee shall be paid, in monthly installments, the full amount of his life insurance.

As a length of service award, the Onondaga Pottery Co., has agreed to supplement the initial $500 coverage by making outright gifts of life insurance. Under this arrangement, past as well as future service is taken into consideration, and an employee will have, at the end of a specified number of years, through periodical gifts from his employer, a combined total of $1,000 life insurance.

In discussing the visiting nurse service, offered insured employees in conjunction with the group program, Mr. Salisbury said:

"The insurance company maintains in Syracuse and vicinity, a visiting nurse service. If an employee is insured under this plan and lives where this service is available, the nurse will call at his home upon his request, assist in carrying out the doctor's instructions, advise with those in his home regarding proper care and do all she can to make him comfortable. This service is offered entirely free of cost to insured employees of the Onondaga Pottery Co."

OBITUARY

Dr. David Hall Courtney

Dr. David Hall Courtney, president and principal owner of the Economy Glass Co., Morgantown, W. Va., died at his home in that city on Friday morning, May 27th, following an illness of six weeks. He had returned from his winter home in Florida early in April, but was devoting little time to his many interests on account of a heart attack he had previously experienced preventing him from active engagement in anything that would consume his strength. Early in the morning of April 14th a spectacular fire in the business district of Morgantown occurred. He was attracted to the scene, contracting a heavy cold and suffered another heart attack from which he did not recover. Funeral services were held at his residence Sunday, May 29th.

Dr. Courtney's life was an active and romantic one, such as the growth of our country has made possible. Coming from a prominent and sturdy pioneer family he chose the medical profession for a career and settled in a small country town in Pennsylvania to practice. The discovery of oil and gas in that community led to investments that within a few years required his entire attention and he gave up his profession, devoting his time to his business interests. During the years that followed he became a prominent figure in the development of glass, coal, oil, lumber and gas companies, in addition to large holdings in banking, hotel and real estate operations. His interests were not confined to his native state of West Virginia but extended to many other parts of the country.

Dr. Courtney's personality was pleasing and attractive. Throughout his life he was intensely interested in people and affairs in general; a keen sense of humor and a vast

(Continued on page 30)

Urge Government and Business to Cooperate in Elimination of Economics Wastes

The practicability of setting up a working arrangement by which government and business can cooperate to eliminate economic wastes due to questionable or unethical trade practices is pointed out by Judge Edwin B. Parker, chairman of the Board of Directors of the United States Chamber of Commerce.

Reviewing the decisions of the United States Supreme Court and declarations of the Federal Trade Commission, Judge Parker points out that the way is open for business first to pass upon trade practices through joint trade relations committees and that these findings then may be gone over by the Federal Trade Commission in the interest of the general public.

Judge Parker's views were made known in a recent statement before the Domestic Distribution Section of the Chamber at a meeting which took up the progress that has been made in the creation of trade relations committees. These committees are now operating in a number of industries, and represent manufacturers, wholesalers and retailers within the industry. The plan of the Chamber is to encourage during the coming year the extension of the committees into other industries, the eventual idea being that all industries thus will be able to work out such measures of self-regulation as to make it unnecessary for the government to intervene through any of its regulatory agencies.

This represents, according to Judge Parker, the practical application of three of the 15 principles of business conduct formulated three years ago by a special committee of which Judge Parker was chairman and adopted by the National Chamber and commercial organizations throughout the country.

"It frequently happens," says Judge Parker, "that trade associations are made up of those engaged in the same branch of the same trade or industry, while many of the trade customs which are wasteful have grown up between those engaged in different branches of the same trade or industry; for example, between the manufacturer and the wholesaler, or between the wholesaler and the retailer. The suggestions which have been made to you contemplate the formation of a Joint Trade Relations Committee along vertical lines embracing representatives from every branch of the industry and bridging the gaps between trade associations representing only distinct branches of that industry. Such a committee, formed for the purpose of seeking out and defining practices which are wasteful and which in the interest of the trade as a whole should be eliminated, will find customs which, even if originally useful, have outgrown their usefulness and become wasteful, or customs which have been forced upon some of the members of a trade against their better judgment.

"Where representative individuals in each branch of an industry agree that a particular practice constitutes a trade abuse, it is apt to be such. However, there is another interested class—the ultimate consumer—whose voice should be heard that the trade as a whole may gain any undue or selfish advantage at his expense. T class may properly be represented by the Federal Tr Commission, a wholly disinterested public agency. W the Joint Trade Relations Committee, formed in the m ner which has been suggested to you, agrees that a p ticular practice constitutes a trade abuse and its rep is approved by the Federal Trade Commission, it may safely accepted as not only in the interest of the tr but in the general public interest.

"The last annual report of the Federal Trade Comm sion outlines the procedure of the "Division of Tr Practice Conferences' adopted during the fiscal y ended June 30, 1926, which, in the language of that port, 'provides a method of procedure whereby th engaged in an industry or business may formulate, un the direction or sanction of the commission, their c rules of business conduct.' The report continues:

"This procedure has proven an expeditious and e nomical means of eliminating the use of unfair meth of competition from industry by assembling in confere representatives of a given industry who under the di tion of the commission define and on a given date vol tarily and simultaneously abandon the use of such m ods, thereby putting all competitors on an equal foot In addition it induces moral support and actual assista from the industry in the enforcement of the rules wh the industry adopts and accomplishes at a minimum cost, and time one of the chief purposes for which commission was created. * * *

"When the industry has adopted its rules a full rep of the conference showing those present, the propor of the total industry which they represent, and other sential data is presented to the commission; and if adop or sanctioned by the commission, the action of the indu becomes the rule of business conduct for that indu on the subjects covered. * * *

"The findings by an industry condemning a given b ness practice are available to the commission for use evidence in any proceeding directed to an individual m ber of the industry who fails or refuses to abide by rules of conduct laid down by the industry, and who dulges in practices condemned by the industry and by commission as unfair, and the division of trade prac conferences furnishes a means whereby an agreem once entered into may be kept in effect and better at tion given to violations."

"Here is a carefully phrased official report of the F eral Trade Commission expressing, not only its willi ness to cooperate with business in its effort at self-reg tion for the elimination of trade abuses, but prescril a simple method for the accomplishment of that This offers to business an opportunity in good faith set up simple machinery in each trade diligently to s out the abuses which unquestionably exist to a gre or less extent in every industry, and to take effec measures to eliminate them."

Customer Always Right? Council Asks

he Customer Is Always Right." This slogan repre-
ng the usual and common store policy is popular
parts of the country. But it is doubtful if many
s ever have taken the trouble to find out just what this
as expressed by the slogan means to the buying

parently the Interstate Merchants Council, Chicago,
s this information would be valuable because it has
out the following query to its members on the sub-

these days of keen competition and fickle clientele,
ers are wont to exercise especial efforts to hold cus-
s and to attract new patronage. As one means, store
les designed for the benefit of exacting consumers
been formulated, and usually are given broad pub-
t Regarding the proper policy for adjustment of
aints, reputable stores have almost universally
ed the rule, 'The customer is always right.' Sales-
e have been trained to assume this attitude toward
ners, and those who buy have themselves claimed
their right.

Is Rule Infallable?

"hus for some years this far-reaching policy has been
led as infallible and practiced as such; but now in-
ng numbers of merchants demur that certain experi-
are teaching them that the customer may not always
ht. In fact, the head of one large and successful es-
ment in Wisconsin, known for its equitable deal-
s recently wrote us on this subject, stating: 'Time
gain has come to us in the last few years, the gross
ice we have been forced to swallow to maintain a
um which in fact has no foundation at all.' Now
nounces that although they stand back of their mer-
se 100 per cent and make every effort to please their
ners—today when we think an injustice is being
d we are frank to tell our patrons that they are
—that they cannot expect an adjustment.

"hat do you think of this merchant's changed method?
e slogan, 'The customer is always right,' worked out
ctorily in your store? Do you believe, on the con-
hat adjustments on this basis lose you more money
urther patronage from a gratified customer may be
t? Or does a prompt and easy settlement with an
onable customer make him a firm friend of your
Merchants everywhere who are endeavoring to
heir business securely are asking themselves these
ns, and are wondering what answer their fellow-
s have found."

To Put $1,500,000 in Elevators and Chutes

Elators and merchandise moving equipment in the
w unit of the Bamberger store, Newark,, will cost more
an 1,500,000 according to a recent announcement.

There will be no less than sixteen elevators of the latest
pe the building, equipped with automatic devices for
elling the car off with the floor at which it is stopping,
d opening and closing the doors. Locals will travel at the rate of 420 feet per minute and expresses at the rate of 600 feet.

In addition there are to be nine freight elevators and two van elevators.

Electrically-operated dumbwaiters will carry merchandise between stock rooms and selling departments. Spiral chutes and conveyors will carry parcels to delivery for quick handling.

R. H. White Co. Uses Punch Card in Its Auditing

For the last seven months sales of the R. H. White Co., Boston store have been audited by a new method with considerable success, according to Miss Minnie M. O'Neill, manager of the auditing department.

"Cash slips are collected from the "tuberoom,." Miss O'Neill explains, "and a card is punched for each sale by department, salesperson, last two book trial numbers, check number, amount of sale, date and class of sale. Cards are run through nonlisting tabulator and added, total is compared with total of money reported by head cashier. Cash register readings are compared with total from head cashier. Clerks put out of balance are notified the following day to report to the superintendent's office at 5 o'clock. Cards are punched and checked.

"Discounts and allowances are punched on a separate card each day, filed until the end of the month, then reported by departments and report run in listing tabulator, as it is only used monthly. Charges are sorted alphabetically and control sheets run on Burroughs listing machine, cards are punched, added on nonlisting tabulator and checked with control sheet. C. O. D.'s are sorted by number and control sheet run on Burrough's listing machine. Cards are then punched, added in nonlisting tabulator and checked with control sheet. All cards are then sorted.

"All cards now go to the listing tabulator and are listed by department, salesperson, class of sale, date, book and check number, number of transactions and amounts. Detail sheets are then checked against salesperson's record, checking the number of first and last transaction, but the amount of every transaction.

"A master card is then punched from detail sheet for each salesperson. Master cards are run through nonlisting tabulator and added, then checked against detail sheet total. Master cards then go to listing tabulator and master card sheet is listed and checked against department totals after corrections are made.

"Cash refunds sent from tuberoom are added on comptometer, total amount and all department numbers and salesperson's number to be used as a check on punchers. Cards are punched, run through nonlisting tabulator, total amounts are checked with report from head cashier, department and salesperson's number are checked with comptometer total. Credit charges and C. O. D.'s are added by ledgers on comptometer, amounts, department and salesperson's number."



WHAT THE POTTERIES ARE DOING



Corns China Co. Puts Vitreous China Juice Extractor on Market

A NEW item has just been placed on the market by the Corns China Co., Wellsville, O., in the form of a vitreous china juice extractor. The item is of new design, and is quite unlike that which has been included in the glass line for many years. The item is so designed, that after the juice of the fruit has been extracted, the container is then held by a small handle, and tilted into a glass, and through a corrugated funnel-shape part of the extractor, the juice then flows into the glass. By this arrangement all possibility of seed entering the glass is eliminated.

The item has been patented by the producing interest, and is the only one of its kind on the market. The size of the strainer is such that it will fit any size tumbler or soda fountain glass. In entering the specialty field, the Corns China Co. plans the introduction of other items for which there will be an exclusive market.

Franklin Pottery Suffers $25,000 Fire

Fire at the plant of the Franklin Pottery Co.'s plant at Norristown, Pa., a few days ago caused a loss estimated at between $25,000 and $30,000, according to reports received in this district. The cause of the fire has been traced to a leak in an oil strainer attached to one of the kilns. The fire was confined to the kiln department, although considerable finished and unfinished ware was damaged.

No official announcement has been forthcoming from the offices of J. J. Purinton, president of the Potters Savings & Loan Co., as to the time of possible resumption of production at the plant of the Dresden Pottery Co. which was recently purchased at Sheriff's sale by Mr. Purinton for $50,000, and for which $1,000 was bid for the stock of raw materials and finished and unfinished ware. At the time of the purchase, Mr. Purinton declared that he was not able to say when operations would be resumed, and because of the present condition of the dinnerware market, it is not thought likely that the plant will be placed on the active list for several months at least.

Marion L. Fosdick Gets Ceramic Award

The second medal for achievement in the ceramic industry has been awarded by Prof. Charles F. Binns to Marion L. Fosdick of Alfred Ceramic School, Alfred, N. Y. The medal is known as the Charles Fergus Binns medal, and one is awarded each year to the one who d ing the previous year has achieved distinction in the p tery industry.

Mrs. Charles L. Sebring Heads Golf Body

At a recent meeting of the Portage Country Club, A ron, O., Mrs. Charles L. Sebring, wife of Charles L. S ring, president of the Sebring Pottery Co., was elec president of the Akron District Golf Association, M Sebring representing the Alliance (O.) Golf Club.

Golding & Sons Arrange Research Progra

Golding & Sons Co., operating flint and feldspar mi Trenton, N. J., and in East Liverpool has completed arrangement with the ceramic engineering department The University of Illinois, located at Champaign, where under the supervision of Prof. C. W. Parmelee an e tensive research program will be sponsored by the co pany having to do with these raw materials that en into the bodies and glazes used in the ceramic indust The work is to have special reference to the dinnerwa industry, including china bodies. Supplies of all ma rials will be forwarded frequently from the Golding pla to the University, and the results will have a great be ing upon the betterment of American dinnerware, so as bodies and glazes are concerned.

William J. Mackey Returns from West

William J. Mackey, sales manager for the Smith, Pl lips China Co., has returned to the home office from western trip. All of the new patterns recently placed the market by this firm are in very good request, acco ing to Mr. Mackey, and this is said to be especially tr of the Autumn leaf pattern. This pattern is the o one of its kind on the market, and is being sold libera in open stock.

Burley-Winter to Operate No. 2 Plant

Arrangements are being made by the Burley-Win Pottery Co., Crooksville, O., to place their No. 2 pla known as the Keystone pottery in operation. The lat factory has been inactive for some time, but because increased business, the company now requires a lar output.

General Dinnerware Condition Spotty

The general condition of the dinnerware market, so

s district is concerned continues spotty, and all manu- ers freely admit there is room for improvement. has been no change in production records of plants the schedules of the previous week.

il orders indicate that retail distributors are not pating future requirements to any great extent, and hese specifications have to do with replacements.

umber of potteries in this territory are now oper- from three to four days per week in the production tments, but the decorating departments are a little active. Reasonable stocks of white ware are being d by most every shop.

re continues to be inquiry for merchandise for spe- mmer sales, but not much volume business is being d on these lines at present. Shipments from this t during May were about on a par with the records ear ago, when the district is considered as a whole, gh one or two factories have reported an increase ividual plant shipments over May of last year.

Saxon China Co. Has Novelty "Deal"

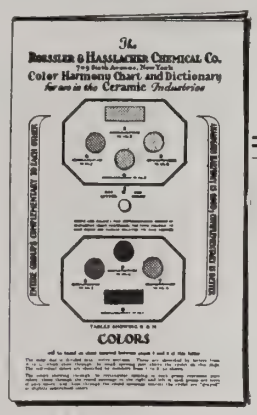
Saxon China Co., Sebring, O., have put over a deal" in dinnerware which is being featured by gro- nd small dealers, but which is meaning volume sales e producer. A "mystery" lock is provided with the nd the retailer is supplied with a large number of only one of which will open the lock. One key is with each purchase valued at $1, and then at a stated olders of keys are requested to try to open the "Mys- lock. There is no limit to the number of keys one may have, and the holder of the master key, or the at opens the lock is given a set of Saxon china ware. The dinnerware is given a prominent display retail dealer, and although the deal is a new one, eeting with considerable success.

Frank G. Holmes Going to Coast

k G. Holmes, designer of the Presidential dinner in use at the White House at Washington, and also secretary of Lenox, Inc., Trenton, N. J., is g a trip to the Pacific Coast. It is also recalled that olmes also designed the dinner service for the ential palace of Cuba and also that for the Ameri- nbassy at London.

n Damages Mueller Vitreous Pottery Co.

severe storm which passed over Illinois recently, siderable damage to the plant of the Mueller Vitre- ttery Co., Decatur, Ill., the loss to the plant being at about $30,000. Kilns were damaged and a use was demolished, according to information re- here from W. T. Mason, factory superintendent. 150 feet of room of the main factory building was in during the storm. Repairs to the plant are now way, but it will be several weeks before usual pro- can be resumed.



A New COLOR HARMONY CHART

—Improves production

—Saves time in selection of colors

—Prevents mistakes in color

THIS Chart tells *what* colors to use and *how* to use them. Color harmony is described and almost every conceivable color combination is quickly and accurately found by an ingenious patented arrangement. This valuable dictionary of colors for use in every branch of the ceramic industries will be sent upon request.

The ROESSLER & HASSLACHER CHEMICAL CO.

709 Sixth Avenue, New York, N. Y.

Boston Chicago Cleveland
Baltimore Philadelphia Pittsburgh
New Orleans San Francisco Kansas City
Trenton

"America's Leading Ceramic Material House"

The Camden Pottery Co., Camden, Ark., has started operations, and is producing a general line of special art pieces. The late John Lasalle, formerly identified with the Newark, O., Art Pottery Co., was to have been associated with this firm, but he died suddenly just about the time he was to leave Newark. Native clays are used in this new line, and a number of new glaze treatments are being used on the initial line.

Only an occasional buyer is now visiting the East Liverpool district, and no change is expected in this situation until fall buying begins in August. Within a few weeks the summer vacation season will be at hand and very seldom does a buyer come into the district during that time. The majority of the factory salesmen are on the road, and it has followed that after one swing around their circuits and a brief stop at the home office, they immediately take the road again.

Perhaps the smallest art ware pottery in operation in the United States is to be found located in the Pisgah forest near Asheville, N. C., where W. B. Stephen has been at work since 1900 producing a small but unique line of ware from native clay. All shapes produced at this little plant are original, and the finished product is to be had in either a green or blue glaze. At times the colors blend to give a pink or red color. The plant, which is but one story in height, is built of native stone, and but one small kiln is used for firing.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Fostoria Special Sales Services Approved by Dealers

THE special sales service that is being offered retail distributors of flint glassware by the Fostoria Glass Co., Moundsville, W. Va., is not only meeting with the approval of dealers, but the plan also has been reflected at the factory, where the volume of repeat orders is increasing.

This factory is now in a position to offer distributors a special service in its advertising department, the advertising being designed for the use of the small dealer. A special series of advertisements to be run in local newspapers by the local dealer is now available, and many distributors have been taking advantage of this service.

The special matter is illustrating blown and stemware, vases, footed tumblers, bowls, plates and footed comports, with the word "Fostoria" appearing at the top and and bottom of the different illustrations.

Featuring glassware for bridal gifts appears this text in one of the series of advertisements issued by the Fostoria Glass Co:

"Even the best equipped little bride is apt to find she needs half a dozen parfait glasses or that she really must get finger-bowls. And whoever's-kept-house-for-years knows how goblets and sherbet glasses need replacing. . . . We carry a full line of Fostoria, the fine glassware you've been reading about, stemware—and all the other lovely things imaginable. Patterns and designs in wide variety, glittering crystal that will emphasize the beauty of your china and silverware. Best things and everyday things. . . . Ever so many idea for gifts. . . . Prices that are reasonable."

International Glass Co. Formed

With a capital stock of $75,000 the International Glass Co. has been formed at Cleveland, O., under an Ohio charter. The incorporators are Peter E. Klien, E. M. Brown, M. M. Masterson, M. J. Perris and J. O. Stein.

Hail Storm Damages Marion Glass Co.

A severe hailstorm that passed over Shinnston, W. Va., did more or less damage to the roof of the several buildings of the Marion Glass Co. A loss of between $1,000 and $2,000 was sustained, according to company officials.

Fancy Container Lines Doing Well

Manufacturers of the fancy line of containers used for perfumes and cosmetics are doing an excellent business in these lines. Quite a number of new shapes have b added to this line of late, and the retaial distributors h been experiencing a rather active demand for the en line. A recent design for a powder jar is a mushro shape and to be had in cut glass. Containers for liqu are being shown in new shapes and decorations.

Theodore F. Merseles Heads Montgome Ward

Official announcement has been received by glass tories in Pittsburgh of the retirement of Theodore Merseles as president of Montgomery Ward & Co., C cago, Ill. He has been succeeded by George B. Eve who has been vice-president and general manager this interest.

N. Orleans to Open Department Store

Although he recently retired from the head of a sr chain of stores in the southern West Virginia and No ern Virginia district, N. Orleans plans to immedia open a new department store at Norfolk, Va., early July if stocks can be obtained in that time. Report this intent has been received by factories hereabouts fr their road men.

Gill Glass Co. to Improve Plant

At a cost of approximately $200,000 an improvem program has been launched at the plant of the Gill Gl Co., Philadelphia, Pa., which interest has long been id tified with the lighting glassware business. With ad tional buildings under roof, the company will have crea a greater capacity, which at this time is needed.

Dominion Glass Co. Turns Down Offe

It has been reported that the Dominion Glass Co. w general offices at Montreal, Canada, has refused an of of $125 per share for its stock, recently made by Owens Bottle Co., Toledo, O. Although there has b a close business relationship between the two compan the officers of the Dominion Glass Co. do not feel this time that control of the business should pass into hands of others.

Whitall, Tatum Glass Co. Moves

The New York office and warehouse of the Whi Tatum Glass Co. has been removed from 46 Barc

t, to larger quarters at 225 Varick street. The com- was in the Barclay street building for over 50 years, he organization of the company dates back to about , when its first plant was established at Millville,

Flint Glass Conditions Rather Slow

ring the last ten days general business conditions in lint glass industry were not what manufacturers d like to have recorded for this season of the year. or less apathy prevails in demand for some lines of ware, and this is especially true with reference to the ed ware lines. Blown and stemware business con- s to hold up reasonably well, but there is room for vement in this branch of the industry. However, particular lines of blown and stemware are in very lent request. The colored glassware items in the line are in rather fair movement, but still the fac- producing such lines are in a position to make r prompt shipment on all orders.

Pressed Ware Demand Slow

essed ware is in very slow request, but while some ess is being booked for this class of goods, produc- ecords are low, and little change is looked for in this h of the industry during the summer months.

Lighting Glassware Demand Fair

nufacturers of lighting glassware announce that a emand prevails for the line just now, although new uction work is not as active as a year ago. Com- al lighting glassware appears to be in better move- than that for home purposes, although some local g goods dealers said this week that retail sales of lines of these goods will hold up fairly well for eason of the year.

Container Makers in Busy Season

tainer manufacturers are in the very midst of an season, with orders being steady and for reason- olume. This is especially true with reference to of all description. Department stores have been g this line in the housefurnishing goods section, istributors in many instances buying in carlots. umblers are also active with the market being steady s line.

Conway Managing Kresge Buying Office

v York representatives of glass factories in the urgh district have advised their home offices that Conway, for some years general merchandise man- f the Palais Royal store, Washington, D. C., has ppointed manager of the New York buying office Kresge Department Stores, Inc. Duties formerly after at the Washington store by Mr. Conway have

(Continued on page 31)



Illustrating our No. 1710 Finger Bowl and Plate. A graceful shape in spiral optic effect. A tremendously popular seller. Made in crystal, amber, green or roselin.

Westmoreland Glass Co.

Grapeville, Pa.

MANUFACTURERS OF
HIGH GRADE GLASSWARE
PLAIN, CUT AND DECORATED

For Gift Shops
Florists
and Table Use

Representatives

NEW YORK
H. C. Gray Co.,
200 Fifth Avenue

BOSTON
H. P. & H. F. Hunt,
41 Pearl Street

Traveling Representatives
R. B. Reineck,
1422 E. Marquette Road
CHICAGO

R. A. Keel
4439 Greenview Avenue
CHICAGO, ILL.

PHILADELPHIA
Fred Stott,
1007 Filbert Street

BALTIMORE, MD.
John A. Dobson & Co.,
110 Hopkins Place

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.

THE DUNCAN & MILLER GLASS CO.
WASHINGTON, PA.

Particularly Charming

Is this bowl with low candlesticks to match—the newest addition to our No. 101 line of stemware and other tableware items.

The series of rings—a feature of the shape—adds a note of individuality.

Made in crystal, amber, green or rose.

REPRESENTATIVES

New York
Paul Joseph,
200 Fifth Avenue

Boston
Murt Wallace,
157 Summer St.

Chicago
F. T. Renshaw,
30 E. Randolph St.

Philadelphia
Joseph Tomkinson,
1104 Arch St.

San Francisco
Marsh & Kidd,
617 Mission St.

Baltimore
Harry T. Thomas & Co.,
29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.

What's New in New York Showrooms

Splendid Beverage Sets Included in U. S. Glass Company Display

AS THE warm weather season approaches it naturally follows that the dealer will anticipate his requirements for beverages set and for a wide selection of this type of glassware the United States Glass Co., 1107 Broadway, are showing a line that is certain to prove attractive to the buyer. Their No. 6450 beverage set is to be found among the offerings they are showing and may be had in a choice of four colors, namely, amber, pink, green and crystal. In shape it is most attractive and is shown in a wide optic effect, while the pitcher is topped by a flat inset cover. In addition to this the firm are showing a new and very useful item in their No. 6450 combination set. Here is something most handy and suitable for making lemonade or similar hot weather drinks. The shape and optic are the same as on the beverage set mentioned above, but in place of a cover they have used a reamer that serves as a cover as well. This is made with holes so that the juice of the fruit can be extracted without removing it or using any other utensil. From the illustration it will be seen that when the reamer is not in use it can be inverted and thus made into a very nice cover. This number is particularly adaptable as a department store item and the U. S. Glass Co. report some nice business from its line already.



Bryce Bros. Line Replete with Beautiful Numbers

Bryce Brothers Co. at their New York showrooms, 240 Fifth Ave., are displaying new lines of glassware which without doubt are the last word in quality and beauty. Not often is one privileged to look over such a splendid variety of items, each and every number of which seems more perfect and charming than the other. One feature of the exhibit is their new ruby glass, made in the complete line and displayed on about eight different shapes. The decorations on this disclose some lovely light cuttings and engravings. Particularly pleasing and of exceptional beauty are the plain and footed tumblers in this color, while in stemware it presents a most comprehensive showing of shapes and treatments including as well such pleasing items as vases, bowls, new low candlesticks, etc. In addition to the ruby color the line may also be had in either blue, green or amber as well as crystal. In the crystal there is to be seen a charming new vase, the appeal of which lies in its excellence of shape. This item is about eight inches high and tapered outward and upward from a round base in a most artistic manner. Included among the stemware offerings are three entirely new shapes. One presents a bamboo stem effect in a straight optic bowl while another modeled in the old Venetian style shows a six-sided bowl that is combined with a two-button stem. The third is an early American panel effect that is entirely different from the other two shapes. It would be a hard task to improve upon the charm and beauty of these three numbers. The decorations they present are equally in keeping with their perfect shapes. These may be had in color combinations or plain crystal.

Slobodkin Exhibiting New George Patterns

The W. S. George Pottery Co., East Palestine, O., of which factory S. H. Slobodkin, 16 West 23rd St., is New York representative, has just added eight charming new decorations on ivory body to their dinnerware line, which when once seen, are certain to create a most enviable reputation. Each one has distinct individuality. They are offered either on the factory's Derwood or Argosy shapes. The Derwood shape is sufficiently well known to need further comment. In their new Argosy there has been conceived a shape that carries a certain elusiveness and originality that makes it most attractive and appealing. And in this respect it might be mentioned that it lends itself wonderfully well to the new type of decorations. Among the new patterns and a treatment that is exceptionally striking is their No. 548. This presents rich coloring in a scheme introducing a wealth of pretty field flowers in beautiful arrangement. Another very attractive number is the 536. Here again a flower decoration has been used in the form of a poppy. This flower in pleasing shape against a background of verdant green leaves gives a most refreshing effect and goes to make this motif one of the most striking in the display. Adding further charm to these pretty treatments is the rich ivory body of the ware which is taking well with the trade.

...am and Zenger Show Beautiful Glass Assortment

It ...ould seem that upon each successive visit to the dis... ...ooms of Graham & Zenger, Inc., the importing ... 104 Fifth Ave., there is to be seen a more compre... ...e and beautiful showing of their many lines than ... ...en noted upon any prior inspection of their offer... ...s. Among all this assemblage of stunning items is their ... ...lora line that presents an assortment of such pieces ... ...cktails, sherbets, finger bowls, all kinds of footed ... ...lers, salad plates, etc., and which may be had in col... ... green, amber and amethyst. The line is shown in a ... ...nel effect with a decoration that shows an urn brim... ...over with flowers worked out in relief on each of the ... ...e. In their well known and popular Feronese glass... ...it is interesting to note that this has been further ... ...nted by the addition of a rich and lovely true Ruby ... It is all but superfluous to say in this regard that ... ...lor adds greatly to the line. For exceptional beauty ... ...ents an effect that is unequaled. Looking further ... ...ds a lovely new crystal goblet that the Graham & ... firm have just placed on display, presented in an ... they call carved glass. On this the decoration pre... ...n exotic poppy treatment that is a beauty. Its ef... most pleasing and it would be impossible to im... ...upon the graceful lines of this item.

...shing New Pattern Introduced by Kahla China Corp.

A ...lendid dinnerware pattern in Bavarian china which ...vn on their Classic shape has recently been placed ... ...ibit at the showrooms of the Kahla China Corp., 39 ... 23rd St. It is one of their newest offerings and in ... ...ect it creates is really most pleasing. An exception... ...h ivory border serves as a splendid background for ... inch band treatment. This band is in a refreshing ... green color which in turn serves as the background ... conventionalized connecting leaf motif in addition ... ...ch a flower medallion is spaced at equal intervals ... the rim of the plate. A gold edge and thin gold ... ...ine have also been used on this treatment to splen... ...vantage. In addition to the grass green tint men... ... above colors of red, black, yellow and pink are ... ...d into the scheme in a most commendable way. ... half matt gold handles and knob give it a most ... finish. The impression this pattern gives is most ... ...d and pleasing and it is one that is especially suit... ...r use in the summer home. It is for import and its ... is most attractive.

...v and Varied Sample Lines Seen at Hocking Glass Sales Corp.

Si... ...e their removal to the new showroom which they w... ...cupy at 129 Fifth Ave., the Hocking Glass Sales ... of which Geo. E. Nicholson, formerly of the firm ... ...one & Nicholson, is secretary, the concern have as... ...d a sample exhibit of the various lines they carry ... ...e quite a marked improvement over their display at their old quarters. And in looking over this showing it is at once evident how seasonable and timely their samples are. For the summer trade, for instance, they are showing an assortment of water and beverage sets in a variety of crystal, gold band treatments and light cuttings that are quite exceptional and present a choice of a half dozen different shapes. The firm is also showing a very comprehensive selection in stemware and footed tumblers, a large number of which are brand new. Among these are some very pretty spiral optic effects and decorated band treatments in colors of mahogany and orange as well as gold. Particularly attractive are a number of pieces in iridescent stemware and goblets that show a ring line optic. These are entirely different from the rest of the line and are really pretty. Looking still further one comes across a line of flower bowls that are most diversified in the shapes, colors and decorations they are exhibited in. Such hues as rich green, two tones of red, etc., are the outstanding colors and the effect they give is really pleasing. Also in this line of flower containers is an iridescent vase in a spiral optic. This is most artistic in its shape and makes an excellent appearance in combination with a jet black base on which it stands.



Illustrating the Nosegay Pattern on the Deauville Shape, one of the charming numbers presented by the Haviland China Co., Inc., 1107 Broadway, New York

Danish Pottery In Fine Colors

Danish pottery imported by William Hennings who has opened a showroom at 225 Fifth Ave., New York, representing Bornholmsk Kermamik; "Danish Art Pottery" and Dahl-Jensens Porcelain Faprik, "Danish Art Por-

(Continued on page 30)

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Large Stores Taking Inventories

ACCORDING to the manufacturers' agents in this territory, the buying depression which seems to have taken a decided hold on the retail trade, during the past few months, is nothing more than a seasonal slump. It is evidenced by the continuation of good business in the premium and jobbing lines. The larger retail stores in Chicago and the middlewest districts are at present in the midst of inventory taking, an undertaking which diverts their attention from selling efforts to some extent. The backward spring season has been a contributing factor in the slow moving of summer numbers from the manufacturers hands.

The State of Kansas has signally recognized a member of the crockery and glass trade when it named F. C. Dixon, of the Dixon Tea & China Co., Chanute, Kansas, as a representative of the state at the meeting of the Flood Committee being held in Chicago. Mr. Dixon, one of the old timers in the glass business, is well known in a civic way throughout his state.

Ready for Shipment—



Go To Stetson's First
For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING,
SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street **CHICAGO**

Phone Hemlock 1000

Dick Sloan, of the Potomac Glass Company, Cumberland, Md., spent the greater portion of the week calling on the local trade on one of his regular trips to the northwest territory.

Mort Tinker, of Tinker Brothers, visited Milwaukee and other Wisconsin points.

Clyde Reasner, representing the McKee Glass Co., Jeannette, Pa., spent several days visiting the company plant last week.

Lew Simpson, of the Lewis H. Simpson Company, 17 North Wabash Ave., is showing a new console which ,he says, is setting a pace in popularity. The set is in amber, green and rose, the oval bowl to hold with china figures. It is manufactured by the L. A. Smith Glass Co., Mount Pleasant, Pa., and retails at $1.00.

C. D. Spreng, workin gfrom the office of E. M. Meder, 17 N. Wabash Ave., has just returned from a trip through Wisconsin, and reports that business in the state is exceptionally good.

E. M. Meder is featuring long-handled stemware, goblets 12 inches high with sherbets, wines and cocktails to match. These come in a combination of rose and gold narrow and wide optics.

Carson, Pirie, Scott and Co. has been featuring some bargain pieces in summer china and glass. A summer time pattern of 32 pieces in ivory porcelain sold for $15, while a 97 piece set on a soft cream-color background decorated with flowers and foliage on a deep green band. The set was priced at $45. Another attractive item was a glass luncheon set of 18 pieces for $9. The bowls, goblets and tall sherbet glasses are in new orchid color and the stems are twisted crystal glass.

The Maladjustment of Production

It is an economic axiom that the prosperity of a people arises out of production; that it is impossible for a people to produce too much, says the *Iron Age*. This is theoretically true. Nevertheless, every mercantile man knows that it is not only possible to produce too much of some one thing, but also that this happens too frequently for commercial comfort. At the present time, the United States is clearly producing too much of many things.

Generalizing, we may say that there is a superfluity

WHAT TO BUY AND WHERE TO BUY IT IN —

CHICAGO

A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

FOSTORIA GLASS CO.
Chicago Display, 806-7-8 Masonic Temple
Fine Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
Harry G. Dalzell
Phone Central 3497

EARL W. NEWTON AND ASSOCIATES
IMPERIAL GLASS CO
ECONOMY GLASS CO
NATIONAL CHINA CO.
OWEN CHINA CO.
9 North Wabash Ave. Phone: Central 3236

IRA A. JONES CO.
9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co.
Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

THE SEBRING POTTERY CO.
SEBRING, OHIO
CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
666 Lake Shore Drive
FURNITURE MART
Phone: Superior 4100 Room 930

The Atlas-Globe China Co.
NILES, OHIO
E. J. BENJAMIN, *Resident Agent*
PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

ain foodstuffs, fibers, fuels and many of the metals. of particularly there is excessive production of cotton d oolen goods, of wheat, corn and meat, of copper and nc of coal and petroleum. The markets that are really ro are few. Tin is one, owing to international scarc- . Rayon, after having a black year, is now advancing. br nd steel and brimstone are fairly firm. It is hard to in of other major commodities whereof producers can timistic.

In regard to nearly all of these commodities the ex- an ion is excessive producing capacity. The desire to ak use of the maximum thereof that is possible reduces ic and contracts margins of profit. The reduction in ho sale prices is more than in retail. Merchandisers, en ore, profit at the expense of producers, but, never- els, the public enjoys cheaper prices, and will do so en nore if maladjustment becomes prolonged.

Maladjustment, in fact, expresses the reason for trou- . We do not produce too much in the aggregate, and w can, but we do produce too much of many things do ot enough of others. At the present time we do t roduce enough of houses and means for transporta- an nd distribution. If we did produce enough of those in rents would not be so high, the average family ul enjoy more rooms, it would be easier to commute to dr rom the suburbs; and by narrowing the spread be- ee wholesale and retail prices every one might acquire or things. In short, it would not be so hard for the ug people to raise their families as it continues to be. A socialistic economy might abolish such maladjust- en if it had one omniscient and omnipotent head. But ei so, it would not be easy to shift surplus cotton spin- rs from Massachusetts to be bricklayers in New York; df it were, the bricklayers' union might object.

J it be remarked that excessive producing capacity e s always an excessive personnel attached to each in- s y. What to do with it is really the great problem. n operators of plants may contract their scale of pro- co n; indeed, are bound to do so; but ipso facto that y ullizes out the superfluity of workers.

China Sales Ahead of Last Year

Of fifty-two lines of business in New York City reporting to *Bradstreet's* this week, twelve were better than, twenty-three equal to, and seventeen below a year ago. Three reported collections better than a year ago, thirty-one equal to a year ago, and eighteen below a year ago. Following is a summary of lines reporting sales ahead, equal to, or below a year ago.

SALES AHEAD OF YEAR AGO

Carpets, who. & job.
Chemicals, mfg.
Chinaware, who. & job.
Clothiers, men's, ret.
Dairy prod., who. & job.
Drugs, who. & job.
Furniture, who. & job.
Furs, who.
Laundries
Machine tools, mfg.
Paints, mfg.
Patent medicines, mfg.

SALES EQUAL TO YEAR AGO

Boxes, paper, mtg.
Cloaks & Suits, women's, mfg.
Electrical goods, mfg.
Electrical goods, ret.
Electrical goods, who.
Foundries, mfg.
Fruits & vegetables, com.
Furn. & refrigerators, mfg.
Furniture, ret.
Glassware, who. & job.
Glass, window, who.
Groceries, who. & job.
Hardware, ret.
Hardware, who. & job.
Hotels
Iron & steel, who. & job.
Paper, wrapping, who. & job.
Pianos, mfg.
Radio, who. & job.
Rayons, who. & job.
Tailors, custom, men's, ret.
Twine, who. & job.
Worsteds, who. & job.

SALES BELOW YEAR AGO

Automobiles, ret.
Coal, ret.
Coal, who. & job.
Dresses, women's, mfg.
Fur goods, mfg.
Hats, men's, mfg.
Jewelry, mfg.
Jewelry, ret.
Jewelry, who. & job.
Millinery, who.
Millinery, women's, mfg.
Plumbers' supplies, who. & job.
Shirts & collars, men's, mfg.
Silk goods, mfg.
Silks, who. & job.
Suits, men's, mfg.
Woolen goods, who. & job.

When They Apply for a Job—

By Dr. Harry T. Kitson
Columbia University, New York City

THE interview is usually regarded as a time when the employer probes into the past of the applicant and finds out all he can about him, and most people look upon this as the entire object of the interview. The interview should serve another end, an end which it rarely does serve adequately. It should inform the applicant minutely about the position. Just as the employer during the interview asks searching questions about the applicant, so the applicant has a right to be inquisitive about the job. The personnel manager has a long list of questions to ask the applicant about his past, about his future prospects, his desires and aspirations, and so if you will look in the mind of the applicant, you will find there a long list of questions about this particular job.

It is true that he is usually too timid or flustered or inexperienced to give articulate form to these questions; nevertheless, they are there in the background of his thoughts and they should be answered. When you look at it from his point of view, you will find that it is a momentous occasion to him; to you it is a moment when the clock is ticking off the seconds very rapidly, a moment which is duplicated many, many times in the course of the day, but to him it is fraught with the most momentous possibilities, his whole future may be diverted into another channel as a result of this interview. And so, I am going to take the point of view of the applicant and state a number of questions which have been in the minds of young men and women who have come to me for vocational counsel.

The questions run like this: What will I have to do in this job? He wants a real statement of the duties that he is expected to perform. Of course, in some of the more progressive personnel offices, these duties are fairly well stated in the job's specifications, but, as you know, these job specifications are quite rare after all.

Then he asks, How fast will I be expected to work on this job? If it is a typist, for example, how many words per minute will I be expected to take in this job? It may vary tremendously from one job to another, and I may state, from one firm to another. He will want to know what is the rate expected. How many hours a day? Do I get a vacation on pay or otherwise? How much money can I make on this job? If I make good, what job may I expect to be promoted to? How long may I expect to work in this beginning job before I get a promotion? How much money may I expect to receive on being promoted? What are the later promotions that I may expect to receive? If I come to work for your firm, where will I probably be ten years from today, twenty years from today?

Fair Answers Essential

When an applicant asks such questions, he usually receives some vague general reply. The employment manager too often presses out his lips and looks import and says, "Well, that all depends upon you." As a n ter of fact, that is not a fair answer, because it doe depend upon the person. There are many people v are faithful and efficient in their work who yet hav received a reward which they ought to receive, or wh the firm would like to give them, indicating that it doe depend entirely upon the person. It depends on the nu ber of opportunities in the firm. It depends on the r idity of the promotions that are made. It depends up how fast the firm is growing and a large number of ot things.

I am going to lay down the proposition that we ou to answer his questions in quantitative form. Suppo for example, you ask "How long can a man stay un water?" You would be quite annoyed if I should tell y "That all depends upon the man." I can give a bet answer than that. I can take fifty men and subme them under water and ask them to hold their breath long as they can. By doing that, I can get the aver that those fifty men stayed under water, and I can you, "The average man can stay under water two m utes." Of course, the time varies from one person another.

I recommend that, instead of passing out glittering g eralities to young people who ask for facts, we give th charts and figures showing the precise steps they will ha to take in the job, and the rate at which they may exp to be promoted from one job to another. It isn't impos ble to achieve that result. We can get some figures t will give them an approximate idea.

As an example, show a vocational ladder for depa ment store buyers based on a study of the number women buyers in department stores. The first step in t ladder of the buyer is stock. Since they are women will say stock girls. There may be other beginning jo in a department store, other junior jobs, as they a called. Nevertheless, in the group I studied, stock g was the most frequent place of beginning. They beg there at the age of 16. They were promoted to the sal force at the age of 18. They were then promoted to t head of stock at the age of 19; assistant buyer at 22 a buyer at the age of 27. Of course, not all of them w buyers at the age of 27, but that is the average.

From these figures we can help a young girl who con into our personnel office and says: "I should like to ma department store work my life work. I should like to a tain a buyership, if I can. If I become a buyer, what my probable rate of advancement." Of course, we must tell her, "Well, the chances are that you will be a buy at the age of 27." These girls who are going to be bu ers at all will most probably reach the buyership about t age of 27. Obviously no personnel officer can make abs lute promises to employes regarding the future. Co

ense tells us that there are many factors that can- foreseen, prominent among which is the effort put by the employe himself.

ESTIMATING PUBLIC EARNINGS

y ought to be supplemented, by the way, by a state- showing the earnings that can be made at each of evels. Whenever you start out to do personnel in- ation, you are very greatly handicapped by inhibi- nd secrecies of all kinds, and I was not able to get gs in any of these groups. I trust, however, as the essness of our project becomes apparent, and as ire importance of these facts becomes apparent, will be easier to get figures regarding earnings, deed, regarding the other conditions that surround rker on the job.

let me urge, too, that with this technique which I commending we can't do everything, we can't make ses. No employe with common sense is going to ask rsonnel officer to make a promise. I am, however, mending that instead of passing out general state- that mean nothing, that give no inspiration, that h no vision, we try to have facts and figures, and e present them in a common sense, simplified man- o that an earnest and aspiring, ambitious young r women may chart his future with some degree elligence.

ployers of college graduates have frequently com- d that college men, and quite a number of times ho are not college men, expect on graduation to go concern and take the job of general manager imme- . An employer was quoted in a recent magazine ing: "There are so many courses for higher execu- n the schools of commerce and business administra- hat young men come into industry with the idea I they need do is sit at a desk, push buttons for office nd stenographers, and in a short time tell the writ- inspirational magazines how they have succeeded." s charge, I think, is not really justified. College I find, are generally modest, and aware of their ions. Nevertheless, the accusation stands and un- dly reflects the feeling of a good many employers. ever slight ground there may be for such a com- I am quite sure that the fault is not to be attrib- the employe; it rather should be laid at the door of ployer. How can the employe make an intelligent even as to what his status will be unless he is given ation of the exact kind that I have recommended. se young employes come in and very soon become sfied and say, "I had no idea the job was like this." again the fault is not his; the fault is that of the ver who did not at the start give him a clear picture difficulties, because all this picture of the future e are presenting should include the difficulties quite ently.

ow one personnel manager who tries to talk the ap- out of taking the job. At any rate, he makes it a to undersell the job rather than oversell it.

y employes may accept the job, thankful to get a meal ticket, and may stay by it for a number of years, but they are constant sources of dissatisfaction. That may be avoided to some extent if we give them the truth about these jobs which they are considering.

The interview should have as its aim not merely to probe into the employe, but should have as its aim that the employe may probe into the job. We should help him by giving him concrete information quantitatively expressed. I am quite sure that this technique will add tremendously to the value of interviews and will add immeasurably to the effectiveness of all personnel work.

Resale Price Law Sure, Says Kelly

Resale-price control legislation will be passed by the next Congress. Representative Clyde Kelly, of Pittsburgh, Pa., recently predicted.

The measure, he declared, will be similar to House Bill No. 11, but will be so amended as to embrace a substitute agreed to by members of the House Committee on Interstate and Foreign Commerce, of the last Congress.

In discussing the status of the measure Mr. Kelly said:

"I introduced in the Sixty-ninth Congress a measure to permit voluntary contracts between independent manufacturers and independent distributors requiring a uniform price. Hearings were held before the House Committee on Interstate and Foreign Commerce and subsequently an unofficial draft of proposed committee amendments was printed for the information of the committee. I have accepted these amendments and gladly so because they simply clarify the purpose of my House Bill No. 11. At the beginning of the Seventieth Congress, next December, I shall introduce my bill in the amended form and I believe it will be enacted into law. It will be known as the Fair Trade Bill and its purpose, in brief, will be to assure honest merchandising.

"The problem of protecting the price on standard trademarked articles in competition with other articles of the same class is the biggest question before American business. Granting the right to the manufacturer of such a product is the greatest blow which can be struck against monopoly. The Standard Oil Company, the Tobacco Trust, and other great combinations won their control by price cutting. They slashed rates until competitors were eliminated and then they raised the prices to recoup all losses.

"This same practice is used by great retail establishments in luring customers with the idea that all their goods are sold at bargain rates on standard trade-marked articles. Of course, that is impossible and extortionate profits are made on unnamed and unidentified goods. The public pays the full cost of such practices.

"Fair competition is always in the public interest. Price standardization means increased competition between honest manufacturers who desire to protect their good will. The automobile business is the classic example of price standardization. The manufacturer has named his price. It has been uniformly the history in the business that prices have been reduced and quality increased."

SPRING IS HERE —

And all over this great land of ours the annual housecleaning event is in order.

Naturally enough Spring suggests new china and glassware to the good housewife.

Are you suggesting your ware to department and gift store buyers all over this great land of ours through the best and oldest medium in its field—the CROCKERY AND GLASS JOURNAL?

A postcard request will bring our rates



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A unique floral border arrangement in a clever blending of yellow, dark and light blue, green, pink and black with edge line, traced knob and handles in brownish red. Shown on the popular Columbia Shape.

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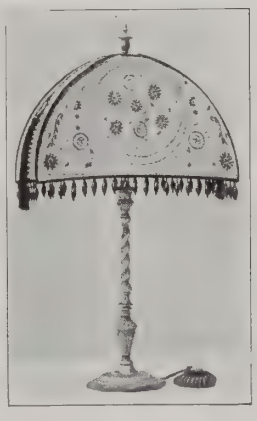
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"You Can't Argue Against Conviction"



If you're absolutely determined not to take advantage of the opportunity to place your lamps and shades before the best buyers of the trade, our suggestion that you advertise in the LAMP BUYERS' JOURNAL is likely to fall on unfertile soil.

On the other hand if you're desirous of getting your lamps and shades before the man who buys—of increasing your business, there is no better medium in which to broadcast your merchandise than the

LAMP BUYERS' JOURNAL

222 W. Adams Street

Chicago Ill.

Bradstreets Report Trade As Spotted

TRADE, crops and industry continue very spotted, with the trend generally toward the quiet side. Some of this is due to uneven weather conditions dry in some areas, too wet in others, and too cool hole for best distribution and crop progress—while ustry is affected by present or after effects of the d the advance of the season toward mid-year quiet, s in iron and steel, apparently because of price reductions. Employment reports reflect the effect of the tinuance of the soft coal strike, now in its third month, oing of building, lumber and automobile trade activity, the slight reduction in iron manufacture below els of a year ago, and quiet in several other lines industry.

The spottiness complained of runs quite generally ough the entire list of the country's industries. In ctile, cotton goods seem relatively best situated, with manufactured products absorbing strength from the close highest prices of the season for the raw material. The mber trade seems generally quiet, with optimism expressed, but tempered with the knowledge that hardwoods come to be higher as a result of the flooding out of some of the Mississippi valley mills. A rather more cheering report comes from the Pacific coast softwood industry, where past and present curtailment is reflected in new prices. Another example of spottiness is had in mail-order trade reports, which show a fractional loss for May over a year ago, as against a fractional increase from last year in the five months. The automotive trade is active in some centers, while below a year ago in others, but excluding one leading manufacturing concern, the output for May is said to be far ahead of any year ago. In iron and steel a slight decrease was shown in May pig iron output from April, and from May year ago. Steel buying has shaded off, as have operations. Steel scrap is weaker and below a year ago in price. Nonferrous metals have rallied slightly on better tone, following six weeks of declining prices.

Other measures of movement for May include a very decided movement of commodity prices. Grain prices rose sharply, and still continue strong on crop damage or late crop reports, and cotton and cotton textiles went higher, as did vegetable oils and leather and hides, which apparently point the way to be followed by shoe manufacturing, which, as yet, is not especially active. On the demand, meats went lower, largely on depression in dairy prices, with butter and eggs joining the decline. Advances and declines in commodities closely balanced in May, in fact.

Bank clearings and debits fell off from April, but were greater than last year in May, with debits showing largest percentages of gains, especially at New York, where financial dealings were heavily in excess of a year ago. Heavy decreases in southern clearings and debits from a year ago are still noted. Failure reports are spotty, in that while South and New England report more casualties, while other sections report less, but liabilities have fallen off heavily, apparently because of reduced suspensions of banks.

The Detroit employment barometer this week shows 205,560 at work, a decrease of 19,004 from last week and of 38,017 from this week a year ago. These large decreases are attributed to men being laid off temporarily by several large makers incidental to changes in models.

Bamberger to Take Worth Store in Sept.

L. Bamberger & Co., Newark, has announced plans for further expansion of its retail activities. The firm will take over the premises now occupied by the Worth store, this city, on September 1, when the latter's lease expires.

The Worth store is a two-story building and has 13,000 square feet of floor space. Just what use will be made of it has not been given out by the Bamberger firm.

The annual convention and exposition of the American Bottlers of Carbonated beverages will be held at New Orleans, La., from November 14 to 18, 1927. Reservations for the event can be made through the A. B. C. Convention and Exposition Department, 237 Woodward avenue, Detroit, Mich.

Due to a very active and capable Better Business Bureau in Toledo, O., where I live, few retail stores misrepresent merchandise in their advertising. I can usually count on the articles described either in newspaper or direct-mail advertising being just as good or better than is claimed for them. I do resent a certain insidious kind of advertising, though, done by stores that cater to the wealthy, who try to make the public believe that their merchandise is within the means of the not-so-wealthy. It isn't the fault of the advertising so much as of the failure of the store to fulfill the promise of that advertising. I read that even those of my modest income will be welcomed as warmly as the scion of wealth who can spend as much for one bit of bric-a-brac (it's called objet d'art in the ad), as I have to lay out for the furnishings of an entire room. I read and believe—and go to my downfall. I may be warmly welcomed until they realize how modest my understanding of "modest income" is. Then how politely patronized am I, who thought I was the patron!

"But I wanted to spend only $300 for both pieces," say I "and use the rest for other needed furnishings. Isn't it more advisable and more compatible with beauty to have every room up to some sort of standard, than to lavish the whole amount on one piece, however beautiful in itself?" But their interest in my problems has vanished with the publishing of my buy-ability and I decide to read their advertising in the future with a whole cellarful of salt instead of just one grain.

A variation of the same sort of advertising is found in the announcements of stores of certain service departments—checking and bundle-wrapping and the like offered free to the store's customers. But when I decide to avail myself of the service, in some instances, I find it given very gingerly or gruffly or dispiritedly.

On such occasions I try to remind myself that after all it's difficult to be a storekeeper—especially a keeper of a

(Continued on page 31)

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

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Carrollton, Ohio
14 Kilns

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9 Kilns

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The Carrollton Pottery C

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE——PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

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D. King Irwin, 200 Fifth Ave., New York City
F. A. Miner, 116 W. High Terrace, Rochester, N. Y.
E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE, O.

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, Inc.

Publishers

45 East 17th St. **New York**

New York Imports

June 1st

S. Cabo Ortegal, from Seville, Spain

...n, Marsh Co., 17 packages ceramics.
... & Taylor, 12 casks ceramics.
...on, G. W. & Co., 4 cases ceramics.
...at, E. M., 2 packages earthenware
...lman, R. & Co., 122 cases tiles, 1 case earthenware
...n, S. & Bros., 5 packages earthenware
..., 121 cases tiles, 2 crates ceramics

S. Deutschland, from Hamburg, Germany

...berg, L., & Son, 3 cases toys, 5 cases glassware.
...ik Bros., 12 cases glassware
... Bank, 6 cases glassware
...enthal, B. & Co., 10 cases glassware
... Bros., 5 cases glassware
...n, C., 6 cases glassware
...ss Bros. & Co., 40 cases glassware, crockery, etc.
...isoth & Basse, 1 case hollowglass
...lson, H. W. & Co., 17 cases glassware
..., D. S. & Bro., 7 cases glassware.
..., S., 17 cases crockery, glassware, etc.
...noy Co., 11 cases glassware, etc.
...rance, S. H. & Co., 42 cases glassware
...national Forwarding Co., 33 cases glassware
...t Importing Co., 1 case crockery
... I. W. & Co., 12 cases earthenware, etc.
... G Import Co., 2 cases glassware, 5 cases glassware
... Importing Co., 6 cases glassware
...ative Plant Co., 15 cases glassware
... Co., 5 cases enamelled hollow ware
... Shipping Co., 32 cases glassware.
...er, F. G. & Co., 135 cases hollowglass, 16 cases crockery
...s, N. & Sons, 56 cases toys, earthenware, etc.
...erak Bros., 20 cases crockery, glassware, etc.
...on, G. W. & Co., 35 cases glassware
...ton Bros. Co., 11 cases glassware
...pton, J. W., Jr. & Co., 3 cases glassware
..., A. & H., Inc., 3 cases glassware
...n Bead Co., 2 cases hollowglass
...h, J. B., Co., 7 cases glassware
..., Green & Elger, 5 cases glassware
..., J. J. & Bro., 8 cases glassware, 1 case glassware
...sman Importing Co., 4 cases glassware
..., L., 17 cases glassware
... F. H., 14 cases hollowglass
...an, W. C. & Co., 11 cases crockery, 68 casks crockery
..., 239 cases glass
...ar Import & Novelty Co., 11 cases glassware
...h, G. Sons, 71 cases glassware
...ig, Baumann & Co., 8 cases earthenware
...tic Forwarding Co., 47 cases hollowglass, etc.
... W. R. & Sons, 13 cases shades, 1 case hollowglass
...facturers Trust Co., 2 cases hollowglass
... F. H., 17 cases glassware
..., Stiner Co., 2 cases glassware, 2 cases hollowglass
...nald & Lalo, 3 casks majolica
...gher & Ascher, 9 cases crockery, earthenware, etc.
...Ray Lighting Products, Inc., 2 cases hollowglass
... & Schimmel, 3 cases glassware
... & Amend, 10 cases glassware
... Bead Co., 10 cases glassware
...h, A. & Co., 18 cases glassware
...nan, H. A. Inc., 4 cases hollowglass
... Import Co., 24 cases glassware
...hee Doll Co., 2 cases doll heads
...egrift, F. B. & Co., 3 cases glass stones
... Hummel & Schnall, 15 cases glassware, 3 cases fancy goods
...n Bead Co., 58 cases glassware, 4 cases alabaster ware
...ch, F. C., 15 cases glassware
...ican Exchange Irving Trust Co., 17 cases glassware
... T. L. & Co., 8 cases glassware
..., D. & Co., 12 cases glassware
... Shipping Co., 7 cases glassware
...egrift, F. B. & Co., 36 cases glassware
...y, B. & Co., 16 cases crockery, 36 cases crockery
...an, W. C. & Co., 20 cases crockery, hollowglass, etc.
...ican Shipping Co., 16 cases glassware
... Trading Co., 8 cases toys and porcelain
... t Bag & Bead Co., 5 cases glassware
...eld, Lorsch & Schimmel, 33 cases glassware, toys, etc.
Blumenthal, B. & Co., 24 cases glassware
Vandegrift, F. B. & Co., 1 case glass
Inwald, J. Glass Co., 6 cases glassware
Rosenthal China Corp., 2 cases crockery
Barth, L. & Co., 14 cases crockery
Walco Bead Co., 3 cases glassware
Felsenthal, B. & Co., 1 case glassware
Stauff, A. F. & Co., 1 case glass stones
Capital Nat. Bank & Trust Co., 1 case glassware
Wiener Bros., 1 case glassware
Cohn & Rosenberger, 7 cases glassware, 1 case fancy goods
Wolff, H. & Co., 2 cases glassware
Guthman, Salomon & Co., 1 case earthenware
Wrought Iron & Art Glass Fixture Co., 2 cases hollowglass
Safran & Genchem, 4 cases glassware, 4 cases crockery
Kay & Ellinger, 7 cases clay goods, 9 cases glassware
Graham & Zenger, 67 cases crockery
Gimbel Bros., 5 cases earthenware
Bing, F. & Co., 1 case earthenware, 1 case hollowglass, 1 case hollowglass, 1 case bronze goods
Robinson, H. W. & Co., 21 cases glassware
Traub, P. A. & Co., 42 cases glassware, 7 cases earthenware
Rice, I. W. & Co., 2 cases toys, 1 case crockery
Phoenix Shipping Co., 63 cases earthenware
Harrison, A. & Co., 1 case glassware, 1 case hollowglass
Morris Goldberg Sons, 3 cases glassware, 1 case earthenware
Levy, D. B., 12 cases glassware
Thomas & Co., 2 cases glassware
Feusterer, G., & Son, 4 cases lamp shades, 2 cases crockery
Byrnes, W. J. & Co., 2 cases crockery, 1 case glassware, 4 cases earthenware, 1 case chromos
Equitable Trust Co., 4 cases glassware
Globe Shipping Co., 2 cases glassware
Kabla China Corp., 5 cases crockery
Wolf, L. & Co., 3 cases chinaware
Andrews, D. C. & Co., 7 cases glassware
Sheldon, G. W. & Co., 23 cases majolica, paperware, etc.
Altman, B. & Co., 16 cases glassware, etc.
Graham & Zenger, 4 cases hollowglass
American Shipping Co., 5 cases crockery
Namm & Singer, 3 cases glassware
Chemical Nat. Bank, 11 cases glassware
Sheldon, G. W. & Co., 15 cases glass
Henshaw, G. A. & Sons, 3 cases glassware, 1 case crockery
Friedlaender Co., 20 cases glassware, etc.
Manufacturers Trust Co., 1 case hollowglass
Metropolitan Pottery Co., 110 cases crockery
Singer Bros., 2 cases toys, 2 cases glassware
Irvington Electric Shop, 4 cases china
Inwald, J. Glass Co., 7 cases glassware
Empire Laboratory Supply Co., 7 cases hollowglass
Metropolitan Pottery Co., 5 cases crockery
Doniger, S. & Co., 3 cases glassware
Belgian Trading Co., 5 cases glassware

June 2nd

S. S. Bremen, from Bremen, Germany

Wrought Iron & Arts Glass Fixture Co., 1 case alabaster, 3 cases earthenware
Wolf, L., & Co., 3 cases toys, 1 case chinaware
Borgfeldt, G., & Co., 40 cases toys, crockery, etc.
Lisner, D., & Co., 6 cases crockery, etc.
Borgfeldt, G., & Co., 108 cases toys, crockery, etc.
Butler Bros., 9 cases toys, 1 case crockery
Willenborg, C., & Co., 2 cases glassware
Herbert & Neuwirth Co., 3 cases crockery, 5 cases earthenware

S. S. Stockholm, from Gothenburg, Sweden

Lindeberg, H. T., 1 case glassware
Venon, J. H., Inc., 131 cases glassware
Meadows, Wye & Co., 14 cases glassware
Von Nessen, W., 1 case glassware

S. S. American Trader, from London, England

Bernard, J. E. & Co., 1 case glass, etc.
Tobias & Co., 2 cases earthenware.
Portenoy Co., 2 cases glassware, etc.
Davies, Turner & Co., 37 cases earthenware, etc.

S. S. Pennland, from Antwerp, Belgium

Chase Nat. Bank, 26 cases hollowglass
Goetz, O., Inc., 86 cases crockery, 30 cases glassware
Kala China Corp., 6 cases crockery
Falmouth Trading Co., 38 cases delftware, cases alabaster articles
Macy, R. H. & Co., 26 cases earthenware
Muller, W., 3 cases crockery
Heinrich & Winterling, 21 cases crockery

SPODE'S Shanghai on Bone China



The accompanying illustration shows an outstanding example of Spode's leaning toward the Chinese. The entire pattern is truly Chinese and is legendary. It adapts itself to any setting, due to its varied coloring. The flowers and butterflies are painted in rich enamels of red, blue, yellow, and green. The shape on which this design is applied is the Hamburg and adapts itself to the quaintness of Shanghai. The edges are finished in best burnished gold. Its Chinese influence makes it a pattern for all time and all settings.

Stock carried in New York *Send for samples and prices*

Copeland & Thompson, Inc., 206 Fifth Avenue, New York



7617 Goblet, Etched 753

ANOTHER ETCHING BY ECONOMY

✣

Bowls wide optic, Crystal Lead Glass. Stems and feet in Apple Green or Rich Amber. All other popular items included in the line.

✣

The repeat orders received since the first of the year indicate the favor with which this design has been received.

ECONOMY GLASS COMPANY
MORGANTOWN
W. VA.



S Bolivier, from Antwerp, Belgium
D gton Co., 4 cases crockery
A rican Shipping Co., 69 cases majolicas
B , L. S., 1 case crockery

S Cedric, from Liverpool, England
B , E., 1 crate earthenware
M in & Ridgway, 27 packages earthenware, 2 casks glassware
L s & Longer, 5 packages earthenware
T ny & Co., 5 casks glassware
M ers, J. W., & Co., 1 cask chinaware
B ett, G. F., & Co., 1 case earthenware
M ison, G., 1 crate earthenware
G hel & Cruvelher, 2 casks chinaware
D inson, E. B., Inc., 15 crates earthenware
H inson, G. J., 6 cases earthenware
L and, P. N., Inc., 2 cases earthenware
M phy, J., 1 case earthenware
M dock & Miller, 57 crates earthenware, 5 casks china
B e, E., 15 packages earthenware, 2 casks china
K ber, H. C., Inc., 7 crates earthenware
D ning, T. D., & Co., 1 cask earthenware, 1 case enamelware
S rs, C. W., 14 casks earthenware, 8 casks china
B feldt, G., & Co., 3 cases glassware
B of Manhattan Co., 1 case glassware
D r, 1 cask glassware
B her, A. J., & Co., 2 cases earthenware
G ch, F. C., 12 hogsheads earthenware, 4 casks earthenware
R olds, M., 2 cases chinaware
S ar Co., 44 crates earthenware

June 3rd

S Paris, from Havre, France
G e Shipping Co., 1 case glassware
R ld, J. C. Co., 3 cases chinaware
H son Forwarding & Shipping Co., 5 cases stoneware
F ch American Glass Co., 39 packages glassware
K i, A. N., & Bros., 8 cases crockery, etc.
M quez de Elorza, 1 case glassware
P nix Shipping Co., 4 casks glassware
C miller, L. A., 2 cases glassware
M shall Field & Co., 65 cases glassware
T , Hummel & Schnall, 17 cases glassware
H iet Hubbard Ayer, 2 cases glassware
H land, T., & Co., 44 casks porcelain
J s, G., 1 case porcelain goods
H son Forwarding and Shipping Co., 4 cases glassware
H jes, F., Jr., 7 cases glassware
M shall Field Co., 8 casks chinaware
V ines, A., 2 cases earthenware
C , Inc., 61 cases glassware
B ardand, L., Co., 8 casks china

S Minnewaska, from London, England
E Co., 2 cases glassware, 1 case pottery
B ett, M., 1 case earthenware

S California, from Liverpool, England
S tleworth, E., 1 case chinaware, etc.
L rus & Rosenfeld, Inc., 7 crates earthenware
J l Bros. & Weil, 8 cases earthenware
D son, J., Inc., 11 casks earthenware and glassware
E Co., 2 crates earthenware
E iston, H. C., 9 packages crockery
P mer, W. H., & Co., 7 hogsheads earthenware
R land & Marsellus Co., 7 crates earthenware
O r, 1 cask earthenware
P urn, W. C., Corp., 44 packages earthenware

S California, from Glasgow, Scotland
K ber, H. C., Inc., 8 cases earthenware

S Duilio, from Florence via Genoa
H pton, J. W., Jr., & Co., 42 packages earthenware, glassware, etc.
D on Co., 9 cases glassware, earthenware, etc.
L rus & Rosenfeld, 7 cases majolica ware

of Naples, Italy
F man Bros. & Co., 3 cases earthenware

S Carenco, from Naples, Italy
K ber, H. C., Inc., 18 cases earthenware
C mbo Co., 9 cases earthenware, etc.
B feldt, Geo., & Co., 8 cases earthenware
O r, 2 cases earthenware

June 4th

S. S. Berlin, from Bremen, Germany
Hensel, Bruckmann & Lorbacher, 5 cases glassware
Chatham & Phenix Nat. Bank, 5 cases glassware
State Bank N. Y., 5 cases earthenware
Roloson, A. J., 8 cases crockery
Hutter, K., Inc., 30 cases crockery
Phoenix Imp. Co., 1 case crockery, 4 cases glassware
Borgfeldt, G. & Co., 68 cases crockery and earthenware
Wrought Iron & Art Glass Fixture Co., 3 cases glassware
Semon, Bache & Co., 2 cases glassware
Felsenthal, B., & Co., 2 cases glassware
Arrow Novelty Co., 2 cases earthenware
Stern, S., Steiner & Co., 6 cases glassware
State Forwarding & Shipping Co., 2 cases earthenware
Heinrich & Winterling, 5 cases crockery
Manufacturers Trust Co., 1 case glassware
Downing, R. F., & Co., 1 case crockery
Elliot, Greene & Co., 2 cases glassware
Felsenthal, B., & Co., 1 case glassware
Corbett, M. J., & Co., 2 cases glassware
Bamberger, L., & Co., 25 cases earthenware

S. S. President Polk, from Genoa, Italy
Henjes, F., Jr., Inc., 2 cases earthenware, etc.
Atlantic Forwarding Co., 2 cases pottery

June 6th

S. S. Berengaria, from Southampton, England
Bank of U. S., 2 cases glassware
Sheldon, G. W., & Co., 21 cases glassware
Portenoy Co., 2 cases glassware
Downing, T. D., & Co., 1 case glassware

S. S. Majestic, from Southampton, England
Haviland China Co., 68 casks porcelain
Vogt & Dose, 14 casks porcelain
Guerin Pouyat Elite, Ltd., 14 casks porcelain
Wanamaker, J., 9 casks porcelain
Jobel, A., 1 case china
Downing, T. D., & Co., 5 cases glassware

S. S. Zinal, from Marseilles, France
Amer. Exp., Co., 19 packages pottery, etc.
Elwell, J. W., & Co., 3 cases pottery
Hudson Forwarding & Shipping Co., 1 case pottery

June 7th

S. S. Volendam, from Rotterdam, Holland
Altman, B., & Co., 2 cases porcelain
Strachan, R. D., 15 packages crockery
Phoenix Shipping Co., 75 cases crockery, glassware, etc.
Singer Bros., 32 cases glassware
Basch, S., Imp. Co., 12 cases crockery
Schenkers, Inc., 1 case glassware
Basket Imp. Co., 18 cases crockery
Fourman Bros., Co., 21 cases crockery and glassware
Graham & Zenger, 77 cases glassware
Devoe & Reynolds, 8 cases earthenware
Order, 3 cases crockery
Grace Nat. Bank, 127 cases crockery and glassware
Woolworth, F. W., & Co., 66 cases crockery
Macy, R. H., & Co., 7 cases earthenware
Macy, R. H., & Co., 7 cases earthenware
Field, B. H., Co., 6 cases crockery
Hirsch, Malgood Co., 3 cases crockery
Rosenthal China Corp., 7 cases crockery
Continental Ceramics Co., 6 cases crockery
Borgfeldt, G. & Co., 3 cases glassware
Herbert & Neuwirth, 1 case pottery
Tortlotting, Inc., 1 case earthenware

S. S. Columbus, from Bremen, Germany
Hesse, D. S., & Bros., 5 cases glassware, etc.
Lisner, D., & Co., 5 cases crockery
Hague, A. J., & Co., 2 cases glassware
Namm & Singer, 7 cases glassware
Lisner, D., & Co., 8 cases crockery
State Bank, 18 cases earthenware
Strauss Bros. Co., 30 cases glassware
Stern, Stiner & Co., 16 cases glassware
Pomerance, S. H., & Co., 48 cases glassware, crockery, etc.
Hirschberg, Schutz & Co., 4 cases glassware
State Bank, 9 cases glassware
Sussfeld, Lorsch & Schimmel, 2 cases glassware
Hensel, Bruckmann & Lorbacher, 5 cases glassware

(Continued on page 31)

MAYER CHINA

VITRIFIED HOTEL WARE
WHITE AND DECORATED
ROUND EDGE AND THICK

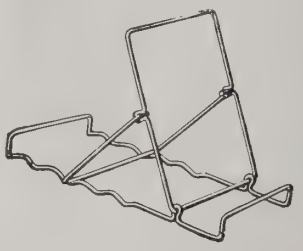
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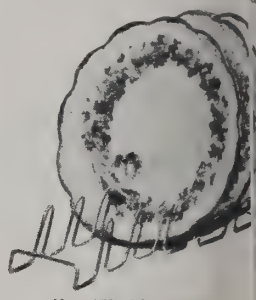
MAYER CHINA
COMPANY
Beaver Falls~Pa

Dress Up Your China Departme

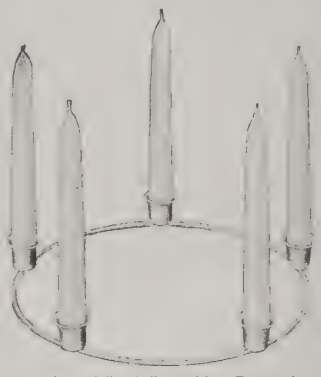
with Timberlake Easels and Racks. Ask for new catalog 35-C sho complete line, including table decorations, candle holders, and so f



No. 547 Adjustable Easel, Morgan Patent 6-5-23. Holds Everything



No. 153 Plate Rack



No. 20 E-5 10" Table Decoration (Patent Applied) Holds whip or standard candle. Udylite Plating resembles silver



Showing 20 E-5 with flowers or

J. B. TIMBERLAKE & SONS INC.
THE ORIGINAL CHINA DISPLAY FIXTURE HOUSE
Established 1880
JACKSON, MICHIGAN

"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

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DECORATING SUPPLIES

Brushes — Printing Tissue — Oils — Bandin
Wheels etc.

...e. Classifications Now Well Standardized

...ollers and Merchandise Managers Approve New ...visions of Departments—Listing Is the Out-Growth of Necessity in Federal Reserve Board's Service

...ndard merchandise classifications for department ..., which have received the indorsement of the con-...s' congress and the merchandise managers group ... National Retail Dry Goods Association, and which ...he outgrowth of the necessity for more significant ...s in the Federal Reserve Board's gathering of ...ly statistics on sales and stocks by departments, fol-...

PIECE GOODS

...s and velvets, woolen dress goods, cotton wash ..., linens, domestics—muslins, sheeting, etc.; patterns, ..., blankets and comfortables.

SMALL WARES

...es, trimmings, embroideries, ribbons, notions, toilet ...s, drug sundries, silverware, jewelry, umbrellas, ...ls, canes, art needlework, art goods, stationery, ... and magazines.

READY-TO-WEAR ACCESSORIES

...kwear and scarfs, flowers (artificial), handker-... millinery, gloves, corsets, brassieres, hosiery, knit ...wear, silk and muslin underwear, petticoats and ...negligees, infants' wear, small leather goods, wom-...ear, children's shoes.

WOMEN'S AND MISSES' READY-TO-WEAR

...men's coats, women's suits, women's dresses, blouses ...irts, misses' coats and suits, misses' dresses, juniors' ...rls' wear, sports wear (including sweaters and knit ...el), aprons and house dresses, maids' and nurses' ...ms, furs.

MEN'S AND BOYS' WEAR

...'s clothing, men's furnishings (including men's ho-... gloves and underwear), men's hats and caps, boys' ... men's and boys' shoes.

HOME FURNISHINGS

...niture (including beds, mattresses and springs), ...al rugs, domestic floorcoverings, draperies, curtains, ...tery, lamps and shades, china and glassware, elec-... household appliances, miscellaneous house furnish-... gift shop, pictures, framing, mirrors, pianos, musical ...ments and sheets music, radios, talking machines and ...s.

MISCELLANEOUS

...s, sporting goods, cameras, luggage, tires and auto-... accessories, restaurant, fountain, bakery, candy, ...ies and meats, beauty shop, barber shop.

BASEMENT STORE

...e goods, small wares, ready-to-wear accessories, ...'s and misses' ready-to-wear, men's and boys' wear, ... furnishings, miscellaneous.

...artments located in basement which are not dupli-...in upstairs store should be listed as regular depart-... The basement store classification is to be used ...when a distinctly lower-priced group of departments ...uting a so-called bargain basement or downstairs ... is operated.

Poor Business Laid to Inflated Mill Capacities

Not Overproduction, But Overload of Facilities, Says Phila. Bank—Sees Marketing as Biggest Task Today—Purchasing Power High, But Competition Terrific, Economists Declare

Many complaints are heard about overproduction and diminishing profits, says the Corn Exchange National Bank of Philadelphia. A great deal of capital has been used to increase volume. This seems to have been the popular scheme, the purpose, of course, being to reduce costs. The result has been very much in the nature of a boomerang. What is the use of increasing volume if you have to sell at a loss?

"It is a singular thing that some basic lines should be experiencing rather depressed conditions in a period of seeming general prosperity," the statement continues.

"Some trade authorities seem to think that the textile business will have to go through a process of readjustment over a period of years before it is again upon a healthy basis. Overproduction, style changes and lack of leadership—all have had something to do with the conditions existing in this industry, and the textile business is not the only line that felt the artificial stimulant of suddenly created wealth and superabundant credit.

"If some good fairy, by the wave of her wand, could reduce productive capacity to say 80 per cent or 90 per cent of present figures, it would bring much joy and gladness to the business men of this country. Yet, that very condition might have its bad effect in inflationary tendencies with all of its train of evils.

"The situation as it stands is that commodity prices are falling, management and efficiency have been improved to almost the nth degree, the marketing problem has become a most difficult one, and yet labor keeps employed at high wages.

"While trade leadership and co-operation can accomplish something through the restriction of production and the support of prices, yet the real solution, we think, will have to come through the operation of the old law of supply and demand.

"The creation of new uses for our wealth, however, has been one of the astonishing features of this complex situation. The amount of capital used in the development of our public utilities is enormous. Superpower projects are no longer figments of the imagination. That the highly competitive conditions existing in many lines will lead to still further consolidations, there is no reasonable doubt.

"A great deal of capital has been invested in assets of a slow nature in this country. Nonincome-producing real estate is an illustration. It would be interesting to know how much money has found its way into this channel.

"The business situation appears muddled and one cannot clearly discern the current. That is the way the water appears at times when churned up by the ferry boats, but eventually it flows on smoothly along its natural course and we doubt not that business will likewise correct its minor disturbances and flow on to the sea of prosperity."

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

WANTS GLASS LINE FOR PACIFIC COAST

Eastern man, now residing in Los Angeles, Calif., desires representation of Table Glassware Factory also Factory making line Blown Ware on commission basis. Can furnish A 1 references. Reply to Box No. 638, Care CROCKERY AND GLASS JOURNAL.

POSITION WANTED

Man—Ten years' country-wide experience sale china, glass, housefurnishings—excellent references—desires connection with responsible firm. Write in confidence advising territory, etc. Address Box 637, CROCKERY AND GLASS JOURNAL.

Buyers in New York

JUNE 2, 1927

J. S. Schwab, floor lamps, Elder & Johnston Co., Dayton, Ohio, 240 Madison Ave. (Syndicate Trading Co.).

F. L. Warren, house furnishings, china, Callender, McAuslan, Troup Co., 240 Madison Ave. (Syndicate Trading Co.).

A. E. Pyne, house furnishings, china, lamps, Palais Royal, Washington, D. C., 455 Seventh Ave. (Kresge Dept. Stores, Inc.).

JUNE 3, 1927

W. W. Taylor, house furnishings, toys, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave. (D. G. Alliance).

C. H. Trueman, toys, house furnishings, L. S. Ayres & Co., Indianapolis, Ind., 1440 Broadway (Assoc. Mdsg. Corp.).

I. Halpern, Stix, Baer & Fuller Co., St. Louis, Mo., 1440 Broadway (Assoc. Mdsg. Corp.).

JUNE 4, 1927

Mr. Twitchell, toys, house furnishings, Hutzler Bros., Baltimore, Md., 1440 Broadway (Assoc. Mdsg. Corp.).

A. Pauly, house furnishings, toys, Rike-Kumler Co., Dayton, Ohio, 1440 Broadway (Assoc. Mdsg. Corp.).

JUNE 6, 1927

L. Neubrik, toys, glassware, Crowley, Milner & Co., Detroit, Mich., 100 West 32nd St.

T. Braztil, house furnishings, toys, Harris & Moury, Woonsocket, R. I., Prince George.

JUNE 7, 1927

Mr. Nevins, china, lamps, Gilchrist Co., Boston, Mass., 128 W. 31st St. (American Retailers' Ass'n).

M. L. Levowitz, house furnishings, Nugent's, Braddock, Pa., 115 W. 30th St. (B. F. Levis).

Miss Stephens, house furnishings, Bailey Co., Cleveland, O., 112 W. 38th St. (National Dept. Stores), 19th floor.

Mr. Wesselman, house furnishings, Bailey Co., Cleveland, O., 112 W. 38th St. (National Dept. Stores), 19th floor.

O. T. Pergler, house furnishings, F. & R. Lazarus & Co., Columbus, O., 1440 Broadway (Assoc. Mdsg. Corp.).

P. Jelenske, house furnishings, Dayton Co., Minneapolis, Minn., 1440 Broadway (Assoc. Mdsg. Corp.).

E. Stier, lamps, McCreery & Co., Pittsburgh, Pa., 23 E. 26th St. (W. T. Knott).

J. F. O'Brien, house furnishings, lamps, china, Cohen Co., Richmond, Va., 23 E. 26th St. (W. T. Knott).

J. Clark, house furnishings, toys, The Hecht Co., Washington, D. C., 1150 Broadway (F. Lilienthal & Co.).

JUNE 8 1927

W. A. Riordan, house furnishings, Crowley, Milner & Co., Detroit, Mich., 100 West 32nd St.

L. Neubrik, toys, Crowley, Milner & Co., Detroit, Mich., 100 West 32nd St.

L. A. Bourbon, house furnishings, china, glassware, Duffy-Powers Co., Rochester, N. Y., 1150 Broadway (F. Lilienthal & Co.).

P. B. Weill, house furnishings, B. Nugent & Bro. D. G. Co., St. Louis, Mo., 112 W. 38th St. (National Dept. Stores, Inc.), 19th floor.

W. J. Boedges, china, B. Nugent & Bro. D. G. Co., St. Louis, Mo., 112 W. 38th St. (National Dept. Stores, Inc.)., 19th floor.

PETER POTTER



Peter Potter Says: The garden fussin' time ez here. Et won't be long now afore th' neighbor's chickens 'll be gittin in their devastating dirty work. And speakin' of diggin' reminds me that the monthly golf tournament of th' trade ez slated for next Thursday at Forrest Hills.

Dr. David Hall Courtney

(Continued from page 9)

store of information made him a congenial companion business associate.

He is survived by Mrs. Courtney, three daughters two sons, David H. and Joseph H. Courtney, who are spectively, the present president and vice-president of Economy Glass Co.

Danish Pottery

(Continued from page 17)

celain," is offering some fine examples of these exclu wares. Nestled in the hills of a picturesque village i island off the coast of Denmark, is the factory which duces this beautiful pottery and porcelain. Rich lar in true color tones, vases in a number of sizes and sha flower bowls and a variety of smaller gift objects are unique in color combinations and unusual modeling among the pieces that have lately been imported by Hennings. New numbers will be added to the stock ready carried for the fall trade which will interest th desiring fine imported wares of beauty and charm.

R. H. Macy Company Buys Adjoining Bl

R. H. Macy & Co., Inc., is apparently going in f program of further expansion. The firm announced cently that it had acquired the Blyn Building at 164 W 34th street, which adjoins their present building. I understood in realty circles here that the Blyn firm va the building at $1,000,000

Glass News

(Continued from page 15)

ı livided between H. M. Jewell, for some time an of-
a of the Sears, Roebuck Co. and C. N. Kierst, former
r andise manager of housefurnishings at the Hen-
d department store, Buffalo, N. Y. J. E. Groth has
o een named general manager of the Kresge Depart-
r store at Newark, N. J.

Bambergers Take Over Worth Store

(Continued from page 23)

epartment store. He must have as diverse an or-
ition to deal with as the director of a symphony or-
s a—and possibly as temperamental as well. But he
s worse time. For while the seemingly unimportant
t of the orchestra are eager to do their bits well for
fect of the whole, the seemingly unimportant depart-
n of the store haven't the vision or don't care a boot
he whole. The trap-drummer in an orchestra will
it patiently for fifty-eight beats to come in with his
s ng climax and then put his whole soul into it—but
rcel wrapper at the accommodation desk has an op-
t nity every fifty-eight seconds, maybe, to intensify
stomer's good will toward the store and, nine times
twelve or fifteen, she fails to use it.

New York Imports

(Continued from page 27)

o feldt, G., & Co., 270 cases earthenware and glassware
n, L. D., & Co., 75 cases earthenware and glassware

n Antwerp, Belgium

o feldt, G., & Co., 33 packages earthenware, etc.
ard, J. E., & Co., 9 cases earthenware, etc.

S Savoia, from Genoa, Italy

ss, N., & Son, 50 casks earthenware, 5 cases earthenware
. Shipg. Co., 12 cases earthenware
ert & Neuwirth, 13 casks earthenware
ato, G., & Co., 67 packages earthenware

n Naples, Italy

laender & Co., 4 cases earthenware
on Forwarding & Shipping Co., 49 cases earthenware
van, W. C., & Co., 10 cases earthenware
Chatham Phenix Nat. Bank & Trust Co., 16 cases earthenware
Hutter, K., Inc., 37 cases crockery
Murphy, A., & Co., 1 case glassware
Manufacturers Trust Co., 1 case glassware
Ackermann, W., 6 cases earthenware
Vandegrift, F. B., & Co., 6 cases glassware
Bailey, Green & Elger, 10 cases glassware
Schorsch, M. J., 1 case glassware
Roloson, A. F., 10 cases crockery, 35 cases crockery
Giese, A., & Son, 2 cases earthenware
Blumenthal, B., & Co., 9 cases glassware
Robinson, H. W., & Co., 3 cases glassware
Silverman, F. P., 4 cases glassware
Frankel Importing Co., 1 case glassware
State Forwarding & Shipping Co., 6 cases earthenware, etc.
Manufacturers Trust Co., 5 cases glassware
Butler Bros., 4 crates crockery
Kurz & Dawer, 2 cases glassware
Hirsch, G., & Sons, 42 cases glassware
Henjes, F., Jr., 15 cases hollowglass
American Hawaiian SS. Co., 8 cases glassware
Borgfeldt, G., & Co., 65 cases toys and crockery
Sellers, C. W., 4 cases decalcomanias
Nat. City Bank, 1 case toys, 1 case glassware
Consmiller, L. A., 6 cases decalcomanias

S. S. Adriatic, from Liverpool, England

Davison, J., Inc., 8 cases earthenware and glassware
Sellers, C. H., 16 casks earthenware, 4 casks china
Strauss, N., Sons, 6 crates earthenware
Globe Shipping Co., 1 crate earthenware, 3 casks glassware
Houll, F. C., Pottery Co., 99 crates earthenware
Phoenix Shipping Co., 2 casks glassware
Macy, R. H., & Co., 5 hogsheads earthenware
Bernard, J. E., & Co., 3 crates earthenware
Davis, Collamore Co., 2 casks earthenware, 2 casks chinaware
Kupper, H. C., Inc., 8 crates earthenware
Edmiston, H. C., 6 packages crockery
Benedict Mfg. Co., 2 hogsheads earthenware
Syndicate Trading Co., 2 cases earthenware
Justin Tharaud Co., 5 crates earthenware
Fondeville, A. J., Co., 9 crates earthenware
Sendar Co., 17 crates earthenware
Dickinson, E. B., 9 casks earthenware
Leyland, P. N., Inc., 1 cask earthenware
Boote, E., 3 casks china, 5 barrels earthenware
Stern Bros., 1 cask earthenware
Sheldon, G. W., & Co., 2 cases toys
Wolf, L., Co., 5 crates earthenware

S. S. Columbia, from Trieste, Italy

Friedlaender & Co., 2 cases glassware
S. H. Pomerance & Co., 1 case glassware
Levy, M. D., & Co., 5 cases glassware

From Naples, Italy

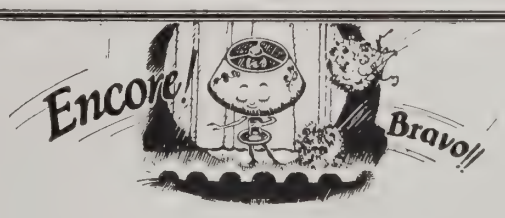
McKinney, W., 19 packages earthenware, etc.

S. S. Independence Hall, from Havre, France

Vandegrift, F. B., & Co., 10 cases glassware, etc.
Abraham & Straus, 3 barrels porcelain, 1 case earthenware

S. S. West Arrow, from Rotterdam, Holland

Illfelder, B., & Co., 43 cases crockery and toys
Amer. Shipg. Co., 2 cases china
Lazarus & Rosenfeld, 24 cases china and earthenware



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

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JOHN L. PASMANTIER & SONS

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORP., *149-151 Fifth Ave.*
Importers of Thomas, Krister and Bohemia decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228

PAUL A. STRAUB & CO., *105-10 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 10 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

E. TORLOTTING, INC., *35-37 West 23rd. St.*
Representing Cristalleries De St. Louis, Plateelbakkerij "Zuid—Holland", Gebr. Lorenz (Czecho-Slovakia). Gramercy 5299.

UNITED ARTS AND CRAFTS INC., *47 W. 47th Street.*
Modern ceramics in unusual forms, colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Herbert Glass & Import Corporation, 35-37 West 23rd St., representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

AMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

CONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

OSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

ILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

HE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

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Vol. 104, No. 24

JUNE 16, 1927

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IN THIS ISSUE

Latest Craze Utilizes All Kinds of Bric-A-Bracs for Lamp Bases—An Interesting Story Relating to the Various Items Such As the Little Brown Jug That Have Been Converted Into Attractive Lamps for Modern Homes

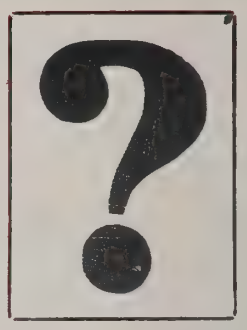
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

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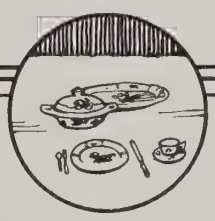
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Gloria Shape

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We invite comparison.



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IVORY

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The oldest publication in the field.

45 East 17th Street New York



Decoration Y-31

The Yellowstone Dinner Service

WHILE the demand for sprig treatments in bold designs and striking colors effects has much increased during the past year or two, they have by no means effected the popularity of attractive borders.

When a wide border is applied to the Yellowstone Dinner Service, octagon model, with its background of delicate ivory, the effect is one of peculiar beauty. The pattern illustrated above as Decoration Y-31 is one of a troup of Yellowstone borders quite out of the ordinary in appearance and in sales appeal.

The Homer-Laughlin China Co.

Newell, W. Va. *and* **East Liverpool, O.**

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SET
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SET
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AS THE EDITOR SEES IT

ooeration s. ompetition

A new note, stressing the advantages of cooperation between American and foreign producers rather than competition, was sounded in discussion of international trade problems at the Fifth Annual Meeting of the Chamber of Commerce of United States.

"Mankind," said Roy D. Chapin, President of the National Automobile Chamber of Commerce, "is just awakening to many of its needs. It is willing to work harder to satisfy them. This extra labor will supply the goods to buy more of our products. International organization of each industry can point the way to greater world production and consequent consumption. The first incentive, however, must be the desire to consume. Otherwise why should a man labor at all or why should he become more efficient? Greater consumption will mean not harder labor conditions but probably less actual hours of work. It simply will be more effectively accomplished. The time has arrived when the heads of our American industries can well meet with the leaders of their industry in other principal countries with the purpose of studying ways of increasing world consumption in their particular line.

"Is this a selfish program? No; because the world can only buy as it produces more in each separate country. This means greater wealth and the immediate raising of living standards, surely the ambition of every father for his own family, whether in the Americas, Europe, Africa or Asia. Hence we are right in supplying the incentive to pursue. Is not the rest of the world entitled to its full share of prosperity? In uniting for this program we are cooperating with them to this end and without harm to ourselves."

Can Business Regulate Itself?

The way is now open, according to Judge Edwin B. Parker, Chairman of the Board of the Chamber of Commerce of the United States, for setting up the machinery by which business and government can cooperate to eliminate wasteful and questionable trade practices.

He urged, in an address before the domestic distribution section of the national chamber, the organization of Joint Trade Relations Committees along vertical lines to pass upon trade customs and practices which are a source of waste. The findings of the committees, he said, can be passed upon by the Federal Trade Commission in the interest of the general public.

"Where representative individuals in each branch of an industry agree," said Judge Parker, "that a particular practice constitutes a trade abuse, it is apt to be such. However, there is another interested class—the ultimate consumer—whose voice should be heard that the trade as a whole may not gain any undue or selfish advantage at his expense. This class may be properly represented by the Federal Trade Commission, a wholly disinterested public agency. When the Joint Trade Relations Committee, formed in the manner which has been suggested, agrees that a particular practice constitutes a trade abuse and its report is approved by the Federal Trade Commission, it may be accepted as not only in the interest of the trade, but in the general public interest."

CAUGHT IN THE NEWS NET

W. C. GRAHAM, head of the importing concern of Graham & Zenger, Inc., sailed last Saturday, June 11, aboard the *Leviathan*. He will visit the European factories represented in this country by his firm and is not certain at this time just how long he will be away.

Miss L. V. Haynes, secretary and treasurer of Josiah Wedgwood & Sons, Inc., who has been abroad on a vacation since May 4, arrived home aboard the *Caledonia* on Sunday last.

Martin Zolle, formerly connected with E. Torlotting, Inc., effective the first part of this month, has joined the sales force of Ebeling & Reuss, the Philadelphia importing firm, taking the place of C. A. O. Janssen whose death was reported in a recent issue of the CROCKERY AND GLASS JOURNAL. Rene Dunn, formerly with Edward Boote, has taken the place of Mr. Zolle and will call on the trade for the Torlotting firm.

C. F. MacKenzie, of the Fred C. Reimer Co., sales force having been away on the road since March, arrived back at headquarters this week. He left again last Tuesday to call on the trade in New England.

George C. Tonolla of the Morimura Bros. sales staff, returned last Friday from a selling trip to Pittsburgh, Philadelphia, Baltimore, Washington and New England.

Leo Hunkler, with Elder & Johnson Co., Dayton, O., was around the trade this week with smiling countenance greeting his many friends.

"Tom" Keller, china and glass buyer for Denholm & McKay Co., Worcester, Mass., was in New York this week looking remarkably well despite his recent illness.

"Will" Davis, buyer for Halle Bros. Co., Cleveland, O., made his first trip recently in the interests of this firm. He reports that the store had a phenomenal opening.

"Phil" Schaffer, who everybody in the trade knows, is in New York City for the first time in years. Mr. Schaffer was formerly china and glass buyer for Adam, Meldrum & Anderson Co., Buffalo, and is now their merchandising manager. Everybody is glad to see "Phil" and welcome him back again.

"Bob" Slick, buyer for Rothschild Bros., Ithaca, N. Y., is in New York this week in the interests of his firm.

"Andy" Klein and D. Calm with Pomeroy's, Reading and Harrisburg, Pa., are in New York fo week attending the meeting of the Buyers Syndicate ing Co.

Jesse W. Waldorf, china, glass and lamps buye Hochschild, Kohn & Co., Baltimore, was in New this week in the interests of his firm.

The friends of Charles P. Schuller, who is now t ing for the Liberty Cut Glass Works, Egg Harbor N. J., will be glad to learn that he is progressing on the road to recovery after a very painful accide experienced on April 17 at St. Louis, Mo. In pre tion for a shower batht, he turned the lever regulatin water to a point which he thought was warm and in it was boiling hot and severely scalded him. The and pain necessitated immediate medical attention a remained in a delirious condition as a result up to a time ago. He is still at the Missouri Hotel, St. L where he is remaining until he is able to resume trav

---

Beiswanger Representing Zihlman Glass

An announcement of considerable interest to the is the fact that Fred Beiswanger has just taken ove representation in New York of the Zihlman Glass Cumberland, Md.

Mr. Beiswanger will open an office and showroo the Fifth Avenue Building. This is a new factory started operations recently and will be ready to make eries July 1st.

About Lindbergh, a Boxer and Some Croc

When Col. Charles A. Lindbergh was invited on day of this week to attend the boxing bouts held a Polo Grounds Wednesday night, he was informe Mayor Walker that one of the principals was Ace kins, who it seems, is an old friend of this intrepid air Lindbergh promptly accepted for this reason. Hu was eating dinner at Madame Bey's training camp Summit when he received from Billy McCarney the that Lindbergh had altered his plans in order to see fight.

"Oh, boy, ain't it great," roared the Wildcat to his at the table, "Lindbergh is coming to see me fight."

That was the signal for a wild scene. Cups, sau plates and everything else hit the ceiling. There is a s age of dishes in camp this morning, but Madame B not the least bit annoyed, for Ace has promised to bu the finest set of china to be had to replace the croc

rade Does Its Part in Giving Colonel Lindbergh Welcome Home

Th Crockery and Glass trade did its part in the wonfu welcome accorded Colonel Charles Lindbergh upon rn to New York Monday. Of all the various china gssware showrooms along the line of march of the prade none had a better view of the spectacle than il oseph and Haviland & Co. The former is located th Fifth Avenue Building at 200 Fifth Avenue with w oms facing Madison Square where "Lindy" paused pl e a wreath on the Eternal Light flag pole which ns in memory of the soldiers who lost their lives th World War. More than forty people crowded seph's showrooms while a large crowd viewed the ct e from the windows of Haviland & Co., at 1107 ay, a few doors up the street.

All along Fifth Avenue every china and glassware wi om was crowded to capacity with interested specrs which included members of the families of the io heads of firm and employees and friends. The nh dge Glass Co., at 184 Fifth Avenue had crowded dd s as did George Nicholson and Koscherak Bros., 12 Fifth Avenue. "Eddie" Hammond, himself an at entertained a party in his showrooms at Fifth en and West 23rd Street. The showrooms of Otto etz t 122 Fifth Avenue and those of Nathan Straus & d spectators although the latter establishment like njority of houses were closed for the day owing he Mayor's Proclamation. Bryce Bros. also contribtir share of enthusiastic rooters.

Oth r houses in the trade along the line of march that ert ned "Lindy" supporters included: Rowland & rs us, A. P. Doctor at 1107 Broadway, and M. S. ef d with the Anchor Manufacturing Co., Copeland Th npson, Rosenthal China Co., 149 Fifth Avenue; ars & Rosenfeld, 100 Fifth Avenue and Tom Hamilat 39 Fifth Avenue.

---

ur wick Building Holds Open House in Paying Tribute to Flyer

By Beatrice Miller Wisner

lo lay, "Big Parade" day was open house in the ns ick Building, 225 Fifth Ave., New York, and the rt welcome that occupants of the Building gave to r sitors who congregated in their showrooms, was y to the fullest by everyone who was fortunate in es ng the great parade, and joyous greeting accorded on Charles Lindbergh, the youthful and adored nont nsatlantic flyer from New York to Paris.

fa familiar faces were noticed in the assemblage that ne l in the several showrooms, who had come to pay ut o the famed flyer, among them the smiling counte- f George F. Little, importer and Managing Direc- of ne Eastern Manufacturers and Importers Exhibit; hu A. Poynter of Forgelight Iron Works; M. F. Reed Re Sales; Charles Dela Croix of Dela Croix & Monroe; Jane Littell, of China, Glass & Lamps; Norman C. Preston; Henry Underberg, of Frankart, Inc., and many others. Mary Ryan's rooms were free to her many guests, as was also Art Industries, Miss Sanford of Gift Bazaar, Naomi Peterson, Aladdin Iron Works and others, where the cheerful hospitality of their showrooms was offered. Ethel Edwards of Ethel Edwards Studio, was untiring in her efforts in entertaining her guests seeing to it that everyone had a prominent place at the windows of her rooms, which commanded an unobstructed view of Fifth Ave., and the Eternal Light, where Colonel Lindbergh alighted to place a wreath on the monument in memory of the heroic dead of the World War. As the wonderful parade slowly marched up Fifth Ave., with its stupendous army of regiments, marine and navy men, mounted police, and the picturesque float representing the "Spirit of St. Louis" plane, midway between the Statue of Liberty and Eifle Tower, surrounded by beautiful show girls, the surging masses of people waited in reverent expectation of a glimpse of their much beloved lad flyer from Detroit and his gracious mother revered for her simplicity and courageous attitude toward her boy's chosen profession, revealed a sight never to be forgotten, to be handed down to posterity as the greatest love message of welcome ever passed on the air for any one being. When the fine slim figure of "Lindy" was seen perched on the folder of his open automobile, so that every one could have a good look at their idol, there was shouting from all the peoples of a great city, mingled with those of the Brunswick Building, American, Swede, French, English, Italian, Spanish, German, Greek, Russian in one tremendous thrilling welcome, reaching afar up in the bright June air, on and on higher over the tops of church steeples, and still on higher to the heights of the skyscrapers, a mighty chorus echoing a unanimous penetrating cheer—"Our Hero, Our American Boy."

Business on Pacific Coast Looms As Brightest Spot in Country Says Mueller

William G. Mueller, who just recently returned from a two months' business trip that took him as far west as the Pacific Coast, is readjusting himself to the New York climate and rearranging his samples in his showrooms at 35-37 W. 23rd St.

Mr. Mueller found time this morning to reminisce on his trip and to sum up the business outlook of the country as he found it during his extensive travels. The Pacific Coast according to Mr. Mueller, is showing the keenest interest in merchandising. There are more salesmen out there than at any previous time to the neglect of the Central West. In Minneapolis, St. Paul and Duluth Mr. Mueller found business to be very quiet. Montana was "under water" due to constant rains while in Denver business was "only fair."

The American Furniture Co., the Denver Drygoods Co., and the A. T. Lewis & Son stores are all showing

(Continued on page 25)



WHAT THE POTTERIES ARE DOING



Big Pottery Merger to Be Discussed Soon at New York Meeting

POSSIBILITY exists that within the next few weeks conferences will be held in New York for the purpose of discussing the possibility of merging six or seven generalware pottery plants located in the Ohio district. One or two East Liverpool pottery plants will be considered in the general program, and the remaining plants are individual units located in as many different sections of Ohio. All of the plants that may have representatives at the New York conferences are noted for the high quality of ware manufactured. Both ivory and white bodies are produced by these interests, either as an individual body or as a couplet. For several months there have been rumors of a merging of some pottery plants, but no real program was outlined until within the last few days. It has been many years since talk of a pottery merger has been heard in this district until this year. Two previous efforts were put forward in this connection, but nothing became of the proposed deals. One of these propositions was advanced by the DasPosses interests of New York, while the second and last deal was fostered by St. Louis, Mo., bankers. At this time, it has been said, the time is ripe for a merger of pottery plants providing a common basis can be reached upon valuation and a stock basis. It has been pointed out that the consolidation of six or seven plants would cause a material decrease in overhead costs, and that one central organization would be in a position to handle all office work instead of the organization now required by each interest. Plant management, however, would be under one directing head, with each plant being in charge of a local manager. Those back of the proposition have been very careful, it is generally understood, to approach factory owners who are this time producing a very high grade of merchandise.

Retail Dinnerware Movement Slow

The general depression existing at this time in the general pottery industry is not confined wholly to the East Liverpool district, but it is quite general. The real truth of the matter is, dinnerware is not moving as it should at retail, and distributors are not active in anticipating future requirements. So far as the East Liverpool district is concerned, and as a unit, operations are declared to be on a basis of about sixty per cent. This is based upon fuel consumption. Several factories are not on a production basis, in fact they may be considered closed down. Others are operating from three to four and five days per week, but with reduced forces. It is considered d ful if these idle factories will go on a production much before early fall. Apathy in buying is being in all organizations in this district, from the largest ducer down to the smallest. Road salesmen announc buyers are also complaining about the general con of business, and the backward season is given as a r by the latter for the present situation. There have a few scattering buyers in the district, but the o placed by them are for only current needs. Very attention is being given to the future, except, how where large retail organizations are planning future cial sales. When this is in mind only, is when future ness is placed, outside of goods wanted for current

Sterling on Full Time Basis

Although the plant is of small capacity, the St China Co., Wellsville, O., is operating on a full time A general line of vitrified hotel and restaurant wa being produced. Considerable future business is o at this factory, and unless unforeseen circumstances the plant will be kept in steady production throughou balance of the year.

C. J. Knowles, western salesman for the Knowles, lor & Knowles Co., has returned from a business t the Chicago territory.

Decalcomania Salesmen Show New Patt

Decalcomania salesmen have been quite active i local market during the last few months presenting patterns. It is declared manufacturers are not bu everything that is shown, but that more care is being cised in this direction this season than ever before. situation is said to be due to the present condition of t

Cronin to Get Standard Business

It may follow that much business heretofore ha at the offices of the Standard Pottery, East Liverpool be diverted to the plant of the Cronin Pottery Co., Cumberland, W. Va., which is controlled by the interests as the Standard. The Standard, howeve this time is not on a production basis. Originally the Cumberland plant started business on a cereal propos but of late the line has been increased to include items in the general line. This factory possesses se tunnel kilns, while the plant in this city is equipped the former standard or periodic kiln.

Work Progressing on New Kilns

Rther favorable progress is being made upon the erec-
nf new tunnel kilns at the plants of the Taylor, Smith
Tylor Co., Chester, W. Va.; E. M. Knowles China
Newell, and on the new No. 7 plant of the Homer
ulin China Co., Newell. In the latter instance, foun-
ti s are being built for this new plant, while at the
ormer plants old kilns have been razed to make room
r e new tunnel kiln equipment. In these three cases,
e w tunnel, kilns will not be ready for operation until
e ll season.

Foreign Ware Import Shows Increase

Iports of foreign ware into the United States for
pr last had a valuation of $531,797, as against a valua-
on April of 1926 of $522,638, an increase of $9,159
r e month, manufacturers here have just been in-
rm d. For the first four months of the current year,
e luation of imported ware has been placed at $1,769,-
92 s against a valuation for the first four months of
20f $1,708,121, an increase of $61,171. These imports
e rom all countries exporting ware to the United
at . It has also been reported that there has been
de ine in the valuation of ware imported from Japan
ri the periods referred to in this record.

P sident Smith of the Shenango China Co., New
ast , Pa., left last Saturday, June 11 for Europe, where
v l combine business with pleasure. He will be absent
on the plant probably six weeks.

Potteries Enjoy Holiday

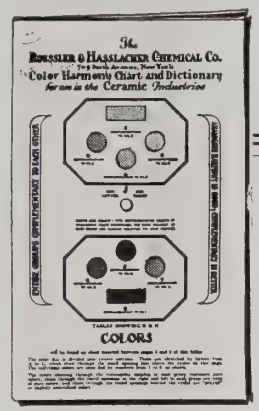
A pottery plants in the East Ohio territory were idle
st aturday, this being the date of the annual outing
e National Brotherhood of Operative Potters at
ys Lake, Canton, O.

Tickell Leaves on Eastern Trip

W L. Tickell, traveler for the Smith-Phillips China
o., East Liverpool, O., departed last Saturday for a sev-
al eeks' trip which will include the entire Eastern ter-
ito . His first stop this week was Buffalo. Mr. Tickell
s wing a complete line of decorations on the firm's
sp ar Princess shape which he reports is going stronger
an ever with the trade. Of course, the factory's new
na the Oakmont, which created quite a sensation when
w introduced last January is also featured in an array
f s nning decorations.

The British China Clay Industry

T shipments of china clay for April reveal a steady
mp vement since the opening of the present year, al-
hou h the total tonnage for the four months is quite a
all verage week's output below the exports made for
he rresponding period of 1926, says *The Pottery Ga-*



A New
COLOR HARMONY
CHART

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—Saves time in selection of colors

—Prevents mistakes in color

THIS Chart tells *what* colors to use and *how* to use them. Color harmony is described and almost every conceivable color combination is quickly and accurately found by an ingenious patented arrangement. This valuable dictionary of colors for use in every branch of the ceramic industries will be sent upon request.

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zette. During April 77,717 tons were despatched, compared with 66,000 tons in January and 70,000 odd for February and March. The April shipments at Fowey were close on 60,000 tons, or an average of 15,000 per week. I learn that the china clay handled at the Great Western jetties at Fowey for the week ending May 14 was 20,467 tons, which constituted a record, therefore the consignments for May are expected to show still better prospects of business. This record is all the more interesting because of the three large shipments made to the United States of no less than 17,600 tons, 5,300 tons going to Philadelphia in the Norwegian s.s. "Jacob Christensen," 6,750 tons to Boston and New York by the American s.s. "West Katan," and 5,550 tons to Portland, Maine, by the British s.s. "Gypsum Prince."

The little port at Charlestown, which is in the township of St. Austell, experienced a very busy month of shipping throughout April and over 6,200 tons were despatched, whilst over 5,300 tons were sent direct by rail. The markets for china stone are keeping fairly good though not by any means brisk. Deliveries of china stone were considerably down from the previous month of March, but the first four months show a marked improvement on the corresponding period of 1926, and the ball clay industry, which has been rather gloomy for a long time, has slightly improved. The European markets were not quite up to their average last month, and even Belgium with her

(Continued on page 25)



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Backward Season Is Effecting Retail Trade—Glassware Demand Slow

THAT the backward season is a serious check on retail trade and the demand for flint glassware is admitted by all manufacturers in this section of the country. "You can't sell lemonade sets when there is frost on the ground," was the expression of a salesman heard here this week. And this is one reason why factory production of flint glassware is not as active as manufacturers would like to see. There is, of course, a nominal demand at this time for certain items in blown ware, also for certain specialties, but sales at retail are not up to the standard of former years. In pressed glassware, there is very little business, this section of the industry being reported dull. As a general rule department stores and other retail distributors of glassware are doing their best business on specialties, and in the main this business is being done in colored glassware lines. It is generally admitted, however, that glassware is selling better at retail than dinnerware, although salesmen handling both lines do say there is room for improvement in both industries. Dealers are not moving glassware stocks in the way it was thought the season would open. When there is not an active retail demand. There is not active factory production, and this is the situation in the glass industry in a nutshell.

May Co. to Open Chicago Office

Chicago representatives of glass factories in this district have informed the home offices that the May Co., which operates a number of large department stores throughout the country, will open a buying office in Chicago at once. This will be in addition to the New York buying offices of this interest. Who will be in charge of the new office has not been announced here. The May Co., at one time operated the Boggs & Buhl department store in this city, but later retired from that organization.

Pennsylvania Stores in Big Merger

The merger of four Pennsylvania department stores has just been announced here. The stores that will now be operated under one management are those of A. E. Troutman Co., Greensburg, Pa.; the Troutman Co., Indiana, Pa.; S. P. Reed Co., of Latrobe and A. M. Reiber & Bro. Co., Butler, Pa. The merged interest will be headed by J. L. Cote, Jr., of Greensburg, while A. E. Troutman, of Greensburg, has been named secretary-treasurer of the new holding company. Each of the four stores carry china and glassware.

Cameron Resumes Operations

Full operations have been resumed at the plant o Cameron Glass Co., Cameron, W. Va., of which Jan Donahue is president and general manager. The fa has been in the production of lamp chimneys, lig glassware and lenses.

New Glass Plant for Chicago

Report has been received here that the Auburn Co., Chicago, has purchased a five-acre tract of la the vicinity of Chicago, and that a new plant w erected at once. Plans as have been so far deter upon call for the expenditure of approximately $25 for buildings and equipment.

Union Glass Sales Co. Formed

The Union Glass Sales Co. is the name of a nev ganization just formed at Okmulgee, Okla., with a c stock of $25,000. The company has been formed by Purdsall. John M. Wesner and R. E. Jenness. A ch under Oklahoma laws has been granted the new com which will act as a distributing interest for varied of glassware.

Kaufman Stores Declares Dividend

As usual the Kaufmann Department Stores, Inc Pittsburgh, has declared its usual quarterly dividen $1.75 per share on the preferred stock. The divi will be payable July 1st on stock of record as of 20th, it was announced by the board of directors.

Federal Features Footed Stemware

Footed stemware in colored glassware produced by machine method, is now being featured by the Fed Glass Co., Columbus, O., the factory being the firs the United States to produce this class of merchan by this method. Tumblers are also now to be had f this factory, machine made, and in colors. The full line will be on display within a few days at all resi sample rooms of this company, and early indications that the line will be in heavy popular demand.

Max Hochschild Retires

Baltimore agencies of glass factories in the Pittsbu district have made known the retirement of Max Ho child as president of Hochschild, Kohn & Co., one of largest department stores in that city. Mr. Hochsc came to the United States from Germany in 1870

l in Baltimore, and in 1897 formed a partnership . B. Kohn, opening a retail store that still bears ame. The business was incorporated in 1919.

Pomeroy's Inc., to Discontinue

department store of Pomeroy's, Inc., Pottstown, ne of the well-known Scott Syndicate stores, which en in operation for the last 45 years, have announced ntention to discontinue business there. A stock dis- sale is now in progress in all departments, includ- e china and glass section. The latter department e of the largest and most complete in that part of ylvania.

New Jobbing Interest Formed

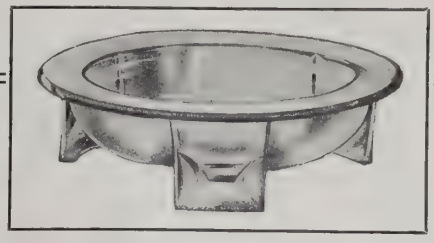
ew jobbing interest that will be known under the of the United Glass Co., has been formed at Chi- with headquarters at 3819 Harrison St., according d received here early this week. The company has rmed with a capital stock of $50,000 and has been orated by E. A. Cassin, D. H. Rabinowitz and el Schneider. The company has been given the under its charter to enter the manufacturing as well jobbing business so far as it retains to glassware ass novelties.

Seek Revision of Glass Case Decision

ain lamp bases of black and blue glass, which were y classified by the U. S. Treasury Department as ating articles, and held dutiable at 60 per cent. ad m, under the provisions of paragraph 218 of the act of 1922 have been determined dutiable at a rate per cent. ad valorem under the same paragraph. A of the decision is now sought, according to infor- n received here by glass manufacturers, under a rul- st handed down by Acting Commissioner of Cus- Frank Dow.

The plant of the Bridgeport (W. Va.) Lamp Chimney is now working steadily on quantity production of himneys. "Many dealers are materially increasing chimney sales by having high grade lamp chimneys under their own private brand," J. R. Jones, of mpany has announced. "The lamp chimney manu- er who maintains quality has a decided advantage he one who depreciates the quality and tries to sell s," suggested Mr. Jones.

The new line of goods issued early this year by the Flint Glass Corp., Dunbar, W. Va., has been favorable demand throughout the early season, it ted by F. F. Hyre, of the sales department of this This new line consists of cake salvers, fruit bowls, ich trays, centre bowls, candlestick holders, com- cigarette boxes and numerous other specialties. On t of the new line being so varied, the trade has a hoice to choose from.



No. 1805/5½" three footed bowl. Charming for flowers or fruit. Made in Crystal, Amber, Green or Roselin. A live retailer!

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Grapeville, Pa.

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CHICAGO

R. A. Keel
4439 Greenview Avenue
CHICAGO, ILL.

PHILADELPHIA
Fred Stott,
1007 Filbert Street

BALTIMORE, MD.
John A. Dobson & Co.,
110 Hopkins Place

SAN FRANCISCO
Himmelstern Bros.,
718 Mission Street

LOS ANGELES
Himmelstern Bros.,
643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros.,
Terminal Sales Bldg.



The Conversion of the Little Brown Ju

Even the Little Brown Jug, the Log Cabin and Whiskey Bottles and the Gold Fish Bowl Have Been Bedecked with Fancy Shades and Converted Into Attractive Lamps for Up-to-Date Homes

IN this era of trans-atlantic flights, interior decorators and efficiency engineers it seems as if everything new would be discovered, but it remained for some enterprising soul to discover that water glass lamps could be utilized to conceal liquor of an intoxicating nature from snooping prohibitionists and at the same time serve an ornamental purpose.

The foregoing information was gleaned from a prominent New York manufacturers' agent who handles a nice assortment of these lamps but who the possessor of the pre-Volstead vintage was could not be extracted from him, although he was free to tell of the manifold uses to which these lamps have been put and for which a wide variety of bric-a-bracs have been resurrected and put into use.

Almost anything can be turned into a lamp these days, say men who electrify odds and ends. One of them, who keeps an antique shop in Madisan Avenue in the vicinity of the Roaring Forties, asserts that within the last seven years no bric-a-brac has been beyond the peril of the drill that makes way for the electric wire.



Here is an attractive water base lamp, the product of a prominent glass firm.

"It seems as if people are possessed with the idea of putting everything to use," he commented. "Nobody has room nowadays for ornaments that do nothing but ornament. There may be a few who think it's a pity to change antiques, but others say it shows them off better to make them useful. (Hence the idea of filling a lamp base with whiskey which proved a pretty colored base as well as a safe hiding place.) I have drilled holes in vases worth up to $1,000. When they are china or glass, you might say their life hangs on a thread. But the owners take the risk. What they want is lamps."

This dealer has fitted up more whale oil lamps for electric connection than he can count. He has supplied old-fashioned candlesticks by the dozen with electric candle flames. The demand for lamps that are pleasant to look at has utilized even the dainty little Dresden maidens in flowered panniers and ruffles of delicate lace. The courtesy of one such in an up-town shop, has just been fixed on a metal base. A metal rod, carrying a wire, curves over her back and an electric globe hangs over her head. Her lover, too, has been converted into a lamp to complete the pair.

Old Uncle Tobey ceases his career as a convivial mug and wears in his hat a light socket. Napoleons done in colored china support electric torches. Little brown log cabin whiskey bottles and bitters bottles are plu up and graced with fancy shades. Even the old sa is not neglected.

Soon after the war some enterprising men got tog a lot of old left-over shells, electrified them and sold as bases for lamps. Lately Allen Street, which he fore offered no lighting facilities save candlesticks spirit lamps, found so many customers bought old co kettles and jugs for transformation into electric l that it began offering brass vases already electrified.

One enterprising cut glass company is offering a that is to be had in six stunning decorative treatm both light cut and engraved in lovely colors of am green, rose, blue and crystal. These are of the v glass lamp-type with hollow bases which may be with colored water or other at tive-hued liquids which when re ed against the light gives a beau effect. The real feature of this pany's lamps has been the intro tion of three vent holes at the u part of the base whereby gold may be placed in the clear wate

Everything considered the mo water glass lamps made with skill and care in factories by ex who have considered adaptab proportions, etc., are far superio awkward appearing lamps mad whiskey bottles and classed as tiques. And while on the subje antiques it might be well to q here in part from an editorial w appeared in the May 21st issu *Liberty:*

"The craze for antiques tha sweeping America, and incidentally enriching the sh ers, collectors, and a few of the possessors of an junk, is being promoted on the theory that it is art. contents of New England attics and woodsheds become more valuable than the overstuffed and lux ous products of modern furniture factories. The tered, crude and dented pewter mug from which ger tions of hired hand drank their hard cider, is bid u ridiculous prices by over-rich and idle women, and ried away in triumph to be placed along side the that Uncle Zebulon threw into the woodshed fifty y ago, because it was too uncomfortable to use.

"This craze for antiques is another indication of softening of our "upper" (i. e., wealthier) classes, an indication of our lack of appreciation or conceptio what is art.

Antiques, as a rule, are neither beautiful nor artistic. High point, North Carolina, and Grand Rapids, Michigan turn out more artistic and beautiful furniture every day than Duncan Phyfe or Sheraton or any of those pioneer designers ever dreamed of. Our crude early potters would turn green with envy to see what ceramic work Grueby or Rookwood turn out. Paul Revere, skilled as he was as a silversmith, would be goggle-eyed to see the wares of Gorham, of Tiffany, of the Kalo Shops, of Community, or half a dozen others of today.

Yet the antique-seeker prefers beds and bureaus stained at every mortise with corrosive sublimate applied with chicken feathers by generations of bedbug-hunters, or old bottles from which topers of other days drank their liquid hell."

Production of Feldspar in 1926 Increases

The crude feldspar sold or used by producers in the United States in 1926 amounted to about 209,600 long tons, valued at about $1,607,000, or $7.67 a ton, according to reports obtained directly from producers by the United States Bureau of Mines, Department of Commerce, in cooperation with the geological surveys of Maryland, New York, North Carolina, and Virginia. These figures show an increase of 13 per cent in quantity and 22 per cent in total value compared with 1925, and represent the largest production and value ever recorded. Feldspar was mined and sold in 1926 in 12 states, namely, Arizona, California, Colorado, Connecticut, Maine, Maryland, New Hampshire, New York, North Carolina, Pennsylvania South Dakota and Virginia. The greatest feldspar-producing region is that which includes the Atlantic seaboard states, from Maine to North Carolina. This region reported about 93 per cent of the total production and value in 1926. North Carolina, the leading state, reported about 44 per cent of the total output; Maine, the second state by a very small margin, reported slightly more than 16 per cent; and New Hampshire, the third state, nearly 16 per cent. The average value per long ton in North Carolina was $6.59; in Maine, $9.07; and in New Hampshire, $8.66.

Except for minor purposes, feldspar is prepared for use by grinding. This work is done principally by commercial mills; only a very small portion is ground by users in their own mills. In 1926 there were 29 commercial mills operated in 13 states, namely, California, Colorado, Connecticut, Illinois, Maine, Maryland, New Hampshire, New Jersey New York, North Carolina, Ohio, Pennsylvania and Tennessee. These mills reported 225,-3[illegible] short tons of ground feldspar sold in 1926, valued at $775,797, or $16.75 a ton, compared with 212,858 tons, valued at $3,603,845, or $16.93 a ton in 1925 an increase of 6 per cent in quantity and 5 per cent in total value. Of the quantity sold in 1926 199,215 short tons, valued at $3,246,174, or $16.29 a ton, was domestic feldspar, and 26,147 tons, valued at $529,623, or $20.26 a ton was Canadian feldspar. Canadian feldspar was ground in three states in 1926—New Jersey New York, and Ohio. These figures represent increases in production and value of domestic feldspar and decreases in Canadian feldspar as compared with 1925.

The production of crude feldspar by States in 1925 and 1926 is shown in the following table:

Crude feldspar sold or used by producers in the United States in 1925 and 1926

State	1925 Long tons	1925 Value b/	1926 a/ Long tons	1926 a/ Value b/
Arizona	(c)	(c)	(c)	(c)
California	6,077	$49,881	6,200	$49,300
Colorado	(c)	(c)	(c)	(c)
Connecticut	10,426	71,201	11,400	87,800
Maine	28,404	256,731	33,800	306,600
Maryland	4,554	26,438	(c)	(c)
New Hampshire	38,366	278,736	33,200	287,500
New York	10,474	70,446	15,500	157,800
North Carolina	76,806	496,563	91,400	602,000
Pennsylvania	1,330	4,722	(c)	(c)
South Dakota	(c)	(c)	(c)	(c)
Virgina	(c)	(c)	(c)	(c)
Undistributed	9,269	60,936	18,100	116,000
	185,706	1,315,654	209,600	1,607,000

(a) Figures for 1926 are preliminary and subject to revision.
(b) Value at mine or nearest shipping point.
(c) Included under "Undistributed."

Toy Exhibit a Success at British Industries Fair

Business was reported excellent throughout the toy and game section at the British Industries Fair, particularly in soft toys and high-class mechanical toys, according to the *Board of Trade Journal*. One exhibitor reported that on the day of the royal visit his orders exceeded £40,000. Another exhibitor of toy mechanical railways at competitive prices has secured large orders from the Dominions. Other instances are orders for 500 gross of rubber balls, similar orders for children's spades, etc., 50 per cent of these orders being for oversea markets. One woman exhibitor had by the early days of the second week booked to full annual output.

A firm known all over the world for lead soldiers has even opened new accounts. Another exhibitor stated that his sales went up 25 per cent in the first week.

German Competition in Canadian Market for Toys

Among the new lines of German toys about to be offered in Toronto, Canada, according to trade reports, are a mechanical wonder sparkler to retail at $0.25; a strength-tester toy in different sizes at $0.05 and $0.10; a tunnel train, which the child can pull along, at $0.35; toy sea galleys from $4.50 to $7 each, a cheap line of dolls, paper hats and novelties, new china toy tea sets, and various new games and novelties for special seasons and occasions declares Trade Commissioner Lynn W. Meekins, Ottawa, in *Commerce Reports*.

What's New in New York Showrooms

Fenton Offerings Resplendent Among H. C. Gray Co. Exhibits

It is seldom one sees a more interesting display of salable items than is found at the sales rooms of the Horace C. Gray Co., 200 Fifth Ave., from the factory of the Fenton Art Glass Co., Williamstown, W. Va., for which the Gray firm are New York representatives. Among the newest of the numbers is a selection of console sets with cone candlesticks shown in tangerine, rosevelva, French green, celeste blue, topaz and jade green. They



are in a Florentine iridescent finish. The shapes are usually graceful and are making active sellers wherever shown. This is especially applicable to their rolled rim bowls which stand upon a three foot jet black glass base. Another very striking console offering is shown in the Fenton diamond optic which is really beautiful. This is presented in colors of plain tangerine and rose which in combination with this exceptional optic make it a thing of rare charm. In addition to the console sets there are about a dozen other pieces shown in the same optic such as dophin and fan vases, mayonaise sets, comports, bowls of various kinds and plates.

Exqusite Rock Crystal Line Shown by Libbey

At the New York salesroom in the Fifth Avenue building of the Libbey Glass Mfg. Co., Toledo, O., is displayed a new line of rock crystal that presents a combination of beauty and quality hard to equal. The fact that this factory during latter years has specialized in fine rock crystal has resulted in their producing some exceptional services in period designs. That clientelle familiar with the [illegible] will be pleased to learn of these new presentations. There are to be seen four delightful new low stem patterns which for the quality they offer are surprising in their attractive pricing. For instance, one of these can be retailed for about $32.00 a dozen. Then there are several styles of tall stem goblets including a very unusual novelty of twisted glass strands embedded in a cut stem. These are really beautiful. The services are unusual in the completeness which not only applies to the beverage glass but includes every part of table decorative pieces such as vases, comports, center pieces, etc. The low priced goblet mentioned above is of early American design made with a fancy ball stem and a handsome flared bowl built up from the base with highly polished cut flutes and decoration across the bowl with an inch and a quarter polished face diamond cutting. The effect is exceedingly rich, its beauty being further enhanced by the design and fine execution.

New Additions to Cambridge Glass Dinner Service

It would be difficult to find a more pleasing or comprehensive dinner service in glass than that which the Cambridge Glass Co., Cambridge, O., feature among their many other lovely lines to be seen at their New York salesroom, 184 Fifth Ave. Each successive visit there seems to disclose something new. The latest of their creations



is some splendid covered dishes in both round and oval shapes with inset covers, which are quite in keeping with the high standard of all the other items of this dinnerware family. A choice of three charming colors, amber, green and peach, and decoration which feature etchings, encrusted borders and flowers, plain gold lines as well as plain colors, all serve to make these dishes a valuable addition to the service. One treatment in particular that is most pleasing is an etched Dresden rose. The illustration herewith really fails to show how pretty this is. The Cambridge firm have the entire service most attractively displayed on tables in a manner that sets it off most advantageously, giving the buyer an idea of how attractive the service is in actual use.

Novel Items Seen at Bing's Showrooms

Each time one pays a visit to the display room of F. Bing & Co.'s Successors, 67-69 Irving Pl., they can well be assured that among the myriad lines always to be seen there, will be some new and novel items of interest. The latest numbers they are showing consist of some novel Hubley metal door stops in a police dog and wire haired terrior designs that are quite unique. The police dog which is mounted on a base stands about ten inches high and is presented in a number of finishes such as, antique bronze, statuary bronze, antique brass, and Verde or Pompeian black. The terrior is shown in natural coloring and without a base, the dog standing on its four feet and being about nine inches in height. It is at once noticeable how perfect is the modeling of these two animals, both of which are most lifelike. These are two very timely numbers for the summer trade. They are priced to retail from $3.00 to $3.50 each. They are packed in individual boxes. The illustrations show both of the items.





Carved Ivory Among Latest Mogi, Momonoi & Co. Importations

Rarely is there a more odd and exquisite, line of ivory carvings seen than has just been received at the showrooms of Mogi, Momonoi & Co., the Japanese importing house, 105 East 16th St. It is all but impossible to imagine the detail of the work which these pieces present and it is at once evident that they are creations of artists highly skilled in this particular line. One of the outstanding pieces is that of an ancient ship. Perhaps some idea of the detail on this may be gained when inquiry brought out the fact that this item alone took five years to carve. Standing upon a red lacquer base it is almost three feet in height. A weird looking dragon is used as a figurehead at its bow, while the center of the deck is covered by a pagoda like roof. On the deck are grouped eleven figures, seven of which represent Japanese lucky gods, the other four being their pages. At the corners of the roof over the deck birds and symbolical animals are used as ornaments. Practically every square inch of the ship from the bottom of the hull to its uppermost point is carved with the most minute and detailed carving and the whole general effect it presents is really astonishing. Then there is an assortment of many other Japanese figures, all of which are also hand carved on ivory. These are every bit as perfect as the above mentioned ship. They are in any number of different sizes and include several group pieces in addition to the single figures. These are all mounted on carved black wooden bases. Among them is one which represents a fisherman casting his net. The detail of carving on the net of this piece is so perfect that it is almost like fine lace. Considering the quality of this line it is astonishing how reasonably it is priced.

Cooperation in Competition

Co-operation is an overworked word and, thanks to professional organizers, has fallen somewhat into disfavor. Yet it hardly need be said that it represents an idea full of large possibilities for modern business. When Judge Gary spoke on "Friendly Corporation" at the last meeting of the American Iron and Steel Institute, he presented it as a potential factor of prime importance in both domestic and foreign business relations. "Business is business" as much today as in the Carnegie era, but pronounced individualism in business is a thing of the past. Touching on this subject in an address before the Atlantic States Shippers' Regional Advisory Board, Secretary Hoover said:

"As our country grows in population and increases in the application of science and invention, and our economic life speeds up in its complexity, either we must depend upon the Government to settle and solve the problems and quarrels between our industries, or we must depend upon co-operation within industry itself. In the installation of these boards—the proof that it is possible for people of opposite interests to get together and arrange their own problems and settle their own troubles—you are making a demonstration that has a far greater and more far-reaching importance than perhaps the actual acts that you perform at these meetings, because you are demonstrating that it is possible that we can carry on this enormous commerce by co-operative action within our organization itself, and outside of the Government."

Our own recent experience demonstrated that economies claimed for Government unification and operation of the railroads are greatly outweighed by losses in efficiency and incentive. When Government operation came to an end, there were 1,900,000 railroad employees, according to Mr. Hoover. Since that time tarffic has increased more than 20 per cent and the carriers are handling it with 200,000 fewer men. This record is not only testimony to the superiority of private operation but, as Mr. Hoover points out, is due in part to the co-operation of the shippers' advisory boards. Co-operation between seller and customer, as well as between competing producers, is more and more a factor. It is now appreciated that the disadvantages inherent in the competitive system do not call for its abandonment, but that voluntary co-operation, under the better trained economic sense in latter-day business, may prove an effective leaven.—*The Iron Age.*

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

Steinbeck Gift Gallery Opens

THE Steinbeck Gift Galleries were formally opened June 9 in the Shops Building. A reception was held at which music was furnished by three Spanish maidens. Refreshments were also served. The Steinbeck Gift Galleries present a rare collection of art goods, glassware, pottery, leather, wrought iron, etc. The new display is a welcome addition to the Shops Building. It not only takes its place as one of the most beautiful and elaborate showrooms in Chicago but in the entire country. A Spanish scheme of decoration is carried throughout the display and is arranged in such a manner that all of the merchandise is shown to unusually good advantage. The new display is directed by E. W. Steinbeck who is also head of the Steinbeck Co., manufacturers and decorators of baskets and glass and metal novelties. The Steinbeck Co. has been in Chicago for many years and will still maintain their former place of business at 74 East Roosevelt Road, where they have their factory and decorative plant. All the selling, however, will be done through the new display in the Shops Building.

Ready for Shipment—



Go To Stetson's First For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING, SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street CHICAGO

Phone Hemlock 1000

Kelly & Reasner, 17 North Wabash Ave., are showi an attractive and interesting display of Mexican doub handled bubble water lamps in a variety of colors, inclu ing green, blue and canary. They are made by the M Kee Glass Co., Jeanette, Pa. Another exceptionally fi line by this manufacturer is new ruby stemware.

The mention last week of "long-handled" stemwa being shown by E. M. Meder, caused more than passi curiosity among the department store buyers who sent hurry up calls to see samples. The CROCKERY AND GLA JOURNAL'S representative, however, is taking this oppo tunity of informing the trade that "long-handled" ste ware is yet to be produced and that the merchandise di played by Mr. Meder should have been called long ste ware.

Leo Arnstein and "A'" Papke, china and glasswa buyers of the Schuster Stores, Milwaukee, were in Ch cago last week en route to the east on their regular buyi trip.

S. C. Stebbins, assistant to the president of the Unit States Glass Co., Pittsburgh, Pa., was a visitor at t company's Chicago office for a few days last week.

"Ben" F. Pritchard, well known in the crockery an glass trade, has joined the forces of W. B. Lazure, ma ager of the Chicago office of the United States Glass C

"Bert" T. Rinken, formerly Mid-west representati for John B. Slaterini, Inc., is now managing the Chica offices of L. D. Block & Co., in the Furniture Mart.

An annual event, drawing thousands of buyers to Ch cago, will be the gigantic clearance sale to take place Monday and Tuesday, June 20 and 21, in which will pa ticipate the leading wholesalers, manufacturers, jobbe and distributors here.

A novel advertising feature in the daily newspapers wa recently offered by the L. Klein Department Store at 14 and Halsted, in which the individual department buye offered $1.00 specials under their own photographs. I cluded in the array of buying talent, was the likeness J. Hasler, buyer of china and house furnishings.

Walter Minnemeyer, 17 North Wabash Ave., is show ing some new glass pieces from the Standard Glass Co.,

WHAT TO BUY AND WHERE TO BUY IT IN —

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A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

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Chicago Display, 806-7-8 Masonic Temple
Glassware, Blown and Cuttings Iridescent.
Harry G. Dalzell
Phone Central 8497

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ECONOMY GLASS CO.
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OWEN CHINA CO.
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F. L. GERALD, *Chicago Representative*
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NILES, OHIO
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PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
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Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

well known No. 100 cutting in heavy lattice design, the No. 94 cutting in floral decorations. They come ree colors of rose, amber and green, with the former ominating. Another display is the narrow optic oth bottom tumbler line, ranging from 14 ounce ice to whiskeys. They are in plain, silver band and grape cuttings, making a most attractive item.

Walter F. Jones, of the Central Glass Co., Wheeling, W. Va., was in Chicago last week on his regular Spring tour of the Middle West. He will not be out in this territory again until August.

Business Conditions

he continued employment of labor and capital in our stries and commerce, the tonnage and car-loading re- of the transportation companies, and the bank clear- s, all testify to the fact that the people of this country demanding and using up commodities in truly enor- s quantities.

is true that just at this time there is some evidence recession from the peak records in some lines. The truction of new buildings is expected to represent wer volume this year, still the *Architectural Forum*, uthority on the subject, forecasts the value of build- to be erected in 1927 will be about six billion dollars. ew automotive buildings, bank buildings, club and ernity buildings, community and memorial buildings, itals, commercial buildings, schools, stores, theatres welfare buildings are expected to retain about the proportion to the total of new construction as was ase in 1926, with some decline, as compared with last , in the value of certain other types of buildings.

With the operations in the building industry running such large figures, the activity spread all over the try, and involving as it does, so many other trades, program for the construction of new buildings is d to contribute substantially to the general commer- and industrial prosperity during 1927.

uring the past few years the automobile industry has loped to a position of leadership among manufactur- activities.

hese two industries, new building constructions and mobiles, have been leaders in the growth of business ng the past four or five years. With automobiles we do not have as clear a picture of the future as we do in new building operations. It has been predicted that some important adjustments will be necessary in order to stabilize the automotive industry. Production schedules are below par just now, but stocks of cars in the hands of dealers are not excessive, and with the new models, lower prices, and aggressive selling and advertising methods, there no doubt will be found a market for a vast number of cars during 1927.

The business of the retail merchants is good and it should continue at or close to the high level reached in 1926. In this field competition is unusually severe. The established local merchant finds many new stores contending for business in his territory. It is necessary for him to put forth extraordinary efforts in order to avoid sharing the increased volume from his regular trade with the new competitors. Some idea of the extent to which retail sales have grown, and are still growing, may be had from the reports of sales made by mail-order houses and the many chain-store systems.—*Patton's Monthly.*

"Dear Bettie," wrote the young man, "pardon me, but I'm getting so forgetful I proposed to you last night, but really forgot whether you said yes or no."

A woman can describe her symptoms in an entertaining way. A man's way is to groan.

"I'll give you fifty cents if you'll wash your face," said the college professor to his small son.

"Keep it and get a hair cut," was the fresh young hopeful's reply.

To Award Cup for Gift Window Display

WHEN Emmet White, President of The National Gift and Art Association, sailed for Europe the latter part of May, he left something behind besides his home, country and the Statue of Liberty. President White left a beautiful silver loving cup to be presented to the person or shop sending the photograph of the most attractive window display of Gift and Art merchandise in the United States and Canada. The selection will be made by judges at the Fall Show of The National Gift and Art Association.

That award, to be known as the "President's Cup" is but one of the many beautiful prizes to be given to the winners in the Retailers' Selling Effort. From every part of the country Retailers' display artists will send photographic proofs of the variety and originality of the Gift Shops in presenting their wares to the public. Photographs of unusually decorative or unique interiors as well as window displays are desired.

Thus will all the wholesalers and retailers who attend the Fall Show get an exceptional opportunity to see "how the other half" sells. Visitors from other sections who have never stepped into a Gift and Art Shop on the picturesque coast of Maine will sense a new note in selling appeals; those who have never breathed the atmosphere of the charming Southern Shops will find fresh ideas in these photographs, to take back to their own shops.

Other suitable cups and prizes being offered for the Retailers' Selling Effort Exhibit are:

(a) Best or most unique Shop Interior display of merchandise, judged by photograph or description—first prize by *Giftwares Magazine*.

(b) Best sales to stimulate sales from January to October—first prize by *Gift and Art Shop Magazine*.

(c) Best advertising in Rotogravure Section newspaper first six months 1927—first prize by *Retail Ledger*.

(d) In addition to the President's Cup for the best window display—Keystone Publishing Co. will give a prize to the best window display photograph of Gift and Art merchandise shown by a jewelry store.

Besides the Retailers' Selling Effort Exhibit there will be special Buyers' Conferences at which retailers will discuss different buying habits, new merchandising ideas, seasonal sales tendencies, successful sales stunts for stimulating business in low months and productive publicity. This interchange of ideas and opinions will make everybody better acquainted, promote a finer spirit of cooperation and send each participant home with a better understanding of his fellow dealers and a broader conception of the whole Gift and Art business.

The National Gift and Art Association has made elaborate plans for what will unquestionably be the biggest of all its Shows. It will give second and third prizes in each of the contest groups. Four spacious floors of The Hotel Adelphia will be utilized by the manufacturers, importers and wholesalers for show-rooms. Gorgeous displays of the world's finest art objects will attract buyers from all over the country to "America's Prer Wholesale Buying Market."

The Philadelphia program for the week of August 2 27, arranged by President White, Vice President Thi and Treasurer Williams includes informal get-toget meetings, a luncheon Tuesday noon, a big supper da after the annual meeting Wednesday night, a special e ning meeting for buyers and owners of Gift Shops Thursday, and some delightful surprise features.

In connection with the Show and Convention, m are planning to take advantage of the opportunity combine business and pleasure by visiting Atlantic C which is only a few miles away. During the sum months the railroads all will offer special reduced rou trip rates to Atlantic City, with Philadelphia stop-o privileges. Week-ends especially will find many of Show's visitors and exhibitors parading "the long promenade in the world." Between the hours of bathi resting and rolling chair sight-seeing, many a busin discussion will take place. Pleasure may be interrup innumerable times to swap selling ideas.

For more details of the Show itself, address the N tional Gift and Art Association, Drexel Building, Phi delphia. Write also for the newest multi-colored pos in the window card series, bearing the slogan, "Ev Day is a Gift Day." It will help stimulate summer sal

Sales of Toys at the Leipzig Spring Fair

Sales of toys at the Leipzig Spring Fair showed a c cided improvement over last year. A good holiday tra had depleted the stocks of domestic dealers and the wea ening of French and Italian competition, owing to cu rency stabilization, helped to augment foreign busine says American Consul Hermando de Soto, Leipzig, Ge many, in *Commerce Reports*. A good average postw turnover was attained, especially in the cheaper grades toys, but prices were generally declared to be too low admit of a reasonable profit. Many manufacturers a wholesalers are apparently still making radical conc sions in order to hold their customers. It was frequent a case of German firms competing among each other, i dicating that the German toy industry has not yet co pletely adjusted itself to postwar conditions and that ove production continues.

FOREIGN COMPETITORS REPRESENTED—SALES SATISFA TORY

Foreign competition also made itself felt, however, pa ticularly that of Czechoslovak manufacturers, whose e port trade is still favored by the exchange situation. T Czechoslovak toy industry was represented by some exhibitors who did a satisfactory business.

England and the Netherlands bought in good qua tities, and the Scandinavian countries, especially Swede increased their purchases noticeably. French buyers a peared for the first time since the war and showed intere in toys. Their orders for sample collections were fr quently declined by German manufacturers, who we under the impression that the French were merely scou

(Continued on page 31)

Insures 14,000 at 15c Weekly

ew plan of group insurance under which practically 14,000 employes of Montgomery Ward & Co., Chi- are insured for amounts ranging from $1,000 to), according to length of service, at a cost of only its a week to each employe, became effective May hen the first applications from employes were re- at the executive offices of the main plant at Chicago e and the river.

s plan of group insurance as applied to Ward & nvolves approximately $10,000,000, the Equitable Assurance Society of the United States being the r. Group insurance was originated by the Chicago rder house fifteen years ago, in cooperation with the able Company. The plan, in its developed state, is eing adopted by leading commercial and industrial ns of the Nation. Marsh & McLennan acted as s in the deal.

ler the new plan an employe becomes eligible for surance after one year of service, being entitled to a for $1,000, with an increase of $100 a year until aximum of $2,500 is reached.

e important factor in group insurance is that all yes, old and young, weak and strong, may be insured t medical examination," said George B. Everitt, esident and general manager of Ward & Co., after ing the first application from Miss Josephine Jen- an employe of the company, in the presence of m J. Graham, second vice-president of the Equitable ny, and several executives of the mail-order house. is made possible by the application of the law of es in sickness and health. The years have proved undness of the theory of nonmedical examination, the eyes of the insurance companies, all employes, he humblest to the highest, are on a common level s.

sum total of lives insured at present under the plan represents about 10 per cent of the workers United States. It is estimated that throughout million dollars a week will be paid by insurance ies to beneficiaries named by employes.

rges Panic-Proof Department Store

artment stores, especially in smaller cities, should le panic-proof as well as fireproof, R. S. Moulton, ry of the Committee on Safety to Life, declared in g to members of the National Fire Protection As- on.

report of the committee urged that buildings be cted or equipped with fire-resisting materials, that exits be provided and that all obstructions located or near the entrances be removed so that in case persons within the store could get out quickly.

s only a matter of time," said Mr. Moulton, "before department store will suffer a holocaust unless the precautions are taken, especially in the small cities, the extreme hazards are overlooked. Such places be made panic-proof as well as fireproof.

"Frequently large stores have outgrown their original quarters and now occupy adjoining buildings with little regard for their safe construction and exit facilities. They are like a maze inside—shoppers get lost and have to be directed to the exits. They are filled with highly combustible materials. On Saturday afternoons and during the Christmas rush they are crowded to the doors with women and children. The progressive stores are prepared for all emergencies, but there are many which are not. This type of store has escaped thus far only by good fortune."

Officers Chosen for Glass Division of The American Ceramic Society

Appended hereto is the personnel of officers and appointees of the glass division of the American Ceramic Society:

H. L. Dixon, chairman, Box 140, Pittsburgh, Pa.

C. D. Spencer, vice chairman, Nela Park, Cleveland, O.

A. N. Finn, secretary, U. S. Bureau of Standards, Washington, D. C.

Research—E. W. Tillotson, Mellon Institute, Pittsburgh, Pa.

Standards—A. R. Payne, Fostoria Glass Co., Moundsville, W. Va.; F. C. Flint, 303 South Main street, Washington, Pa.; D. D. Schurtz, Sharp-Schurtz Company, Lancaster, O.; H. H. Blau, Macbeth-Evans Glass Company, Charleroi, Pa., and C. E. F. Lundell, U. S. Bureau of Standards, Washington, D. C.

Data—Charles O. Grafton, Gill Clay Pot Co., Muncie, Ind.; J. T. Littleton, Jr., Corning Glass Co., Corning, N. Y., and E. J. Casselman, Mellon Institute, Pittsburgh, Pa.

Membership—Arthur W. Kimes, 230 Fifth avenue, Pittsburgh, Pa., and J. B. Krak, 702 Eighth street, Niagara Falls, N. Y.

Rules—A. E. Williams, Hartford-Empire Co., Box 1411, Hartford, Conn.

Education—A. Silverman, University of Pittsburgh, Pittsburgh, Pa.

Nomination—A. E. Williams, Hartford-Empire Company, Box 1411, Hartford, Conn.

Papers and Program—C. D. Spencer, Nela Park, Cleveland, O.

Trustee—J. C. Hostetter, Corning Glass Works Central Falls, R. I.

R. E. Gould Joins Taylor, Smith & Taylor

R. E. Gould, Ceramic Technologist for the R. Thomas & Sons' Co., electric porcelain manufacturers, East Liverpool, Ohio, for two years, has assumed charge of the research department of the Taylor, Smith & Taylor at Chester.

Mr. Gould, a graduate of the Ohio State University, was with one of the leading spark plug manufacturing concerns in Michigan before joining the Thomas & Sons' staff. The Taylor, Smith & Taylor Co. will manufacture an ivory body upon completion of its three tunnel kilns.

TWO OF OUR NEWEST OPEN STOCK PATTERNS

made by Heinrich & Co., Selb, Bavaria.

H&C. SELB BAVARIA



The Tristan on White Body with Traced Handles and the Isolde featuring the same pattern, but with a rich ivory rim and half matt gold handles. Both of these offered on our well known Imperial Shape.

HEINRICH & WINTERLING, INC.,

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

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"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
45 East 17th Street
New York, N. Y.



A unique fl border arra ment in a clever bl ing of yellow, and light blue, green, and black with edge traced knob and handles brownish red. Shown on popular Columbia Shape.

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PACIFIC COAST
Harry O. Davis
728 S. Manhattan Pl.
Los Angeles

CHICAGO OFFICE
Gordon A. Weese
Room 348 Morrison Hotel

CENTRAL WEST

George Sedelmeier
914 N. East St.
Bloomington, Ill.

J. L. Weaver
Roseville, O.

H. L. Anders
Box 373
Coffeyville, Ka

The Crooksville China Co

CROOKSVILLE, OHIO

Interest Keen in Chemistry and Chemical Industries Exposition

Developments in the fields of Chemistry and Chemical Engineering have been so rapid since the Tenth Exposition of Chemical Industries that the interest aroused is shown to a marked degree by the entire industry and the industrial world in the coming Eleventh Exposition of Chemical Industries.

Particular interest has been shown toward the sections of the Exposition that will be devoted to synthetic products, lacquers and the machinery and container sections. These sections already have listed a number of exhibits that will appear for the first time either in domestic or foreign markets and the interest manifested points plainly to the value of such products and developments. Among the interesting exhibits will be that of Vita Glass, which permits the passage of Ultra Violet Rays from sunlight thereby transmitting the life giving rays which ordinary glass will not permit. It is expected that this exhibit will be particularly interesting from a scientific standpoint as it is already creating comments.

The foreign exhibits are increasing and as this is the first time in the history of the exposition that the doors have been opened to foreign exhibitors, domestic consuming manufacturers are anxiously waiting to see the foreign displays and compare such products with what they are now using. This will particularly apply to the Dye and Synthetic Products along with the foreign method of handling and equipment used in the way of instruments of precision.

In the past decade the world has come to realize as never before the value of scientific research to not only industry but to life itself. The progress though slow and tedious has brought some startling developments in every branch and field of industry and each year the scope and funds for such developments are being gradually increased.

There is no place else in the world where such a collection of achievements and scientific development of Chemical Industries has been exhibited as at the Eleventh Exposition of Chemical Industries to be held at the Grand Central Palace, September 26 to October 1, 1927.

In addition to these exhibits the Students' Course is attracting wide attention and not only will the leading schools and universities have students there but many professors will attend the lectures. Indications point to an unusually large attendance from various industries not only by engineers but by executives as much interest is being displayed in the subjects and lectures that bring together the leading authorities in the Chemical and Industrial world.

All industry realizes that the only way comparative data may be collected is through visible demonstrations of the various developments of material, raw and finished, for stimulation of industry. The committee and management of the exposition are making every effort to cover the entire field in a more comprehensive manner than ever before.

One of the most interesting features of the forthcoming exposition will be the exhibits of Lacquers and Pyroxyliin (Nitrocellulose) products. Remarkable results have been achieved by the manufacturers of these products through constant research and experimentation.

A most interesting article appearing in the January, 1917 issue of *Factory*, by William J. Miskella, M.E., calls particular attention to the use of Lacquer as a perservative regardless of the cost, because of the speed and ease of application as well as the power of resistance of Lacquer to the elements. It illustrates the use of Lacquer in the Pacific States Telephone and Telegraph building in San Francisco where because of the quick drying of this product the time of idle investment during the construction process was lessened. One interesting feature was that interiors were done at night and ready when office workers appeared in the morning in a building in San Francisco where the owner began to place his tenants several months before construction was finished, by the use of Lacquer.

Haynie Retires

J. Frank Haynie, superintendent and "major executive," as he was called at Hutzler Brothers, Co., department store, Baltimore, has retired after fifty-one years of active service.

The history of Mr. Haynie's business career is almost a byword in the Hutzler store. He applied to David Hutzler for a job—any job—when he was but 13 years old. He was given a temporary position until after the Christmas rush, but the firm was impressed at once at his earnest application to his job of sweeping the floors and delivering bundles. Next he was put at stock-keeping, then salesmanship, a buyership, employment manager, and at last superintendent.

Although he has given up active participation in business, Mr. Haynie will still retain contact with the store through being elected chairman emeritus of the Executive Advisory Committee.

Gablonz Glass Industries Variously Occupied

Commercial Attaché Elbert Baldwin, Prague, Czechoslovakia in *Commerce Reports*

The Gablonz small glass industry continued to enjoy satisfactory activity in some departments during the first quarter of 1927, while other departments were critically threatened. Notably, the so-called "mountain glass," a name traceable to the geographical location of the factories and designating in particular chandelier and crystal shapes, has been steadily losing ground to foreign pressed-glass products as against the emery-cut process which originally made the Czechoslovak articles famous. Early in April labor discontent of long standing led to an outbreak requiring energetic police intervention.

On the other hand, those branches of the industry manufacturing glass decorative articles for women's wear, imitation jewels, and rhinestones, are favored by current fashions and are fully occupied, with the exception of those making imitation pearls and glass buttons.

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

Send for Catalog and Illustrations

Albright China Co.

Main Office
Carrollton, Ohio

Factories

Carrollton, Ohio
14 Kilns

Scio, Ohio
9 Kilns

TRADE CARROLLTON H CHINA MARK

The Carrollton Pottery Co.

INCORPORATED 1903

MANUFACTURERS OF HIGH GRADE DINNER WARE

CARROLLTON, OHIO

ONE COMPLETE DINNER SERVICE

"SUPERIOR"

SEMI-SQUARE—PLAIN EDGE

WE offer to the Department Store Trade highest quality ware and distinctive decorations in commercial borders. Prompt and courteous service.

Representatives

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CHAS. A. WEIDEMANN
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ROY E. HENDERSON
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A Superior
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Representatives
D. King Irwin, 200 Fifth Ave., New York City
F. A. Miner, 116 W. High Terrace, Rochester, N. Y.
E. E. Wilgus, 21 March Ave. W. Roxbury, Mass.
Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE, O.

"Ceramic Dictionary"

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By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

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45 East 17th St. New York

Mueller Reviews Business Conditions

(Continued from page 9)

ni displays of china and glassware while the Carlson Crockery Co. has a very fine display of china, etc.

Business in San Francisco and Oakland is slowing down although business in those cities is better than in the middle west. The trouble seems to be that the stores have overbought and that the stocks are not moving fast enough. Overstocked shelves give ample proof of this. Spokane he found quiet.

The May Day Sale of The May Co. store recently in Los Angeles was most successful while Olds, Wortmen & King, Portland, Ore., also had a successful May sale. These stores buy for sales where many stores have sales merely to get rid of stock which is the reason these stores have such successful sales.

The general influx of tourists to the coast keeps money in circulation and is largely responsible for that section's prosperity. Consequently the general business outlook there is good while the rest of the country does not have as bright an outlook.

Another point about the west stressed by Mr. Mueller is that the people as a whole are easier to approach and are not as aloof as the average easterner.

British China Clay Industry

(Continued from page 11)

usually good demand dropped considerably in her imports of English clays.

The exports to India received an impetus by the large consignment forwarded by the English China Clays, Ltd., to Bombay of over 7,000 tons, which it is hoped marked the opening up of a new and expansive channel for the china clay industry. This record order was executed in June and was the first direct shipment made from Fowey to India. Hitherto the despatches to India have been made in much smaller quantities and in casks principally by large liners from Liverpool. Whilst the prospects of a bigger Indian demand will be interesting to the china clay producer generally, the acceptance of such consignments in bulk will have a very serious effect upon the cask manufacturers in the district, amongst whom there are many unemployed already through a considerable falling off of the cask trade.

The recent absorption of the North Goonbarrow China Clay Works by the English China Clays, Ltd., which was announced in the last issue of *The Pottery Gazette and Glass Trade Review*, has been followed by a further enterprising amalgamation of the Great Halviggan China Clay Co. Ltd. The North Goonbarrow China Clay Works was visited by His Majesty King George several years ago during a tour into Cornwall as the Prince of Wales, and has been developed under the managing directorship of M. Hart Nicholls, for many years. The Great Halviggan Works, under Mr. Hart Nicholls' supervision, have undergone extensive development, and are also among the best equipped mines in the west, and although the product may not be quite as high a standard as the North Goonbarrow, a notable graded clay is produced. Mr. Nicholls has joined the board of directors of the English China Clay Co., Ltd.

The Hon. H. D. McLaren, O.B.E., the chairman of H. D. Pochin & Co., Ltd., together with Mr. H. Stanley Pochin, J.P., the managing director, and Mr. D. T. Taylor, paid a flying visit to their ball clay mines at Mainbow and New Bridge in Devonshire on May 17 and their several china clay mines and china stone quarries in Cornwall on the following day What the china clay industry owes to such strenuous leadership, especially during so many lean years, can never be estimated. The china clay town of St. Austell has also received a visit from Mr. C. H. Knight, president of the Papermakers' Importing Co., of Easton, Pa., U.S.A., together with his secretary, Mr. Brian. The firm have extensive operations in all classes of clays, and consequently the duration of their stay in the clayopolis is a very busy and most important one.

Mr. F. W. Mutton, third son of the late Captain William Mutton, has been appointed chairman of the St. Austell Urban District Council, which elevates him to the civic head of the town and accords him a seat on the magisterial bench. Mr. Mutton succeeded to the old-established china clay cooperage firm of John Knight & Co. upon the death of his wife's father, Mr. John Knight, and has been associated with the china clay industry practically the whole of his life. He was formerly a representative for Charlestown on the St. Austell Rural District Council, and was one of the new members elected to the extended St. Austell Urban District Council two years ago. Mr. Mutton has the development of the town at heart, and is expected to fulfil the highest traditions with due regard to the ratepayers.

Fire and Business Costs

Another item in the growing list of economies practiced by American business to keep down the costs of production—including cost accounting, simplification, and the elimination of wasteful trade practices—is the subject of a bulletin issued by the Insurance Department of the Chamber of Commerce of the United States. This is fire prevention among industries as carried on through trade associations.

"Experience in America has demonstrated," the Insurance Department says, "that a large part of our annual fire loss, which in 1925 totaled $560,000,000, occurs in business establishments. Business men should have a direct interest in fire prevention whether they have experienced fires or not, because no property is immune from this prospective danger."

Whether or not this loss is reflected in the cost of the products it is recognized that an industry safeguarded against fire is in a better position to meet the strain of inter-industrial competition than one not so protected. Fire, at least, has a conspicuous place among the many items that lie in that borderland between profit and cost of production designated as overhead.

Methods by which trade associations can organize fire prevention work are outlined in the bulletin.

Geo. C. Kindt & Co. Opens Additional Salesroon

Because of their greatly increased volume of business the firm of Geo. C. Kindt & Co., manufacturers representatives, 19 West 24th St., have opened a new basement showroom in addition to their former spacious salesroom on the street floor at the above address. The new room is exceptional for its attractive appearance. It is so laid out that it presents their various lines to splendid advantage. This floor which gives the firm five thousand additional square feet of display space is devoted to a decidedly interesting and varied line of lamps, wrought iron flower stands, aquariums, mirrors, card tables, magazine racks, smokers stands, etc. The stairway to the basement leads from the main floor showroom above at the left. In descending the stairway the first thing catching the eye are two lovely French bronze fixtures mounted on either newel post at the bottom of the steps. The room is done in a French gray throughout, even the floors being finished to match. It is at once evident that every inch of space has been utilized to the best possible advantage. The walls are used for showing hundreds of different kinds of serving trays, mirrors of all types, bed lamps, etc. The floor space has been arranged with various platforms for the exclusive showing of special values in bridge and floor lamps. Display tables and shelves for the further exhibit of table and boudoir lamps are also fitted into t scheme with excellent effect. These are all wired to pe mit the lamps being shown illuminated. A wealth artificial light is provided by means of fifteen invert overhead fixtures. At the front and rear sides of th floor doorways lead into two additional rooms which t firm use for storage and further display purposes. It noticeable when looking over the firms exhibit located this floor that scattered throughout are many items gott up specially for dollar sales purposes and trade stimulato for which the Kindt concern is so well known.

Individual Income Tax

Ninety-six dollars is the average of individual incon tax payments to the Federal government, according to th newest official analysis of returns to be made by the Unite States Treasury Department. This average takes in consideration the amounts paid by all classes of taxpaye from millionaires to persons in moderate means. It cover in round numbers, the payments or returns of 7,370,0 persons.



Section of the beautiful new showrooms of Geo. C. Kindt & Co., devoted to lamps, wrought iron, flower stands, etc.

United States Potters' Association to Hold Summer Meet July 12-13

(Special dispatch to the CROCKERY AND GLASS JOURNAL)

The summer meeting of the United States Potters' Association will be held at Bedford Springs, Pa., for two days commencing July 12th. This has been determined at a meeting of the Executive Committee of the association held at the Wm. Penn Hotel, Pittsburgh. Business sessions will be held in Bedford Springs Hotel. The program is being planned by President Thomas Anderson, general manager of the Pope-Gosser China Co., Coschocton, O.

OBITUARY

Allen W. Surles

Allen W. Surles, aged 37, sales manager for the Cresce China Co., Alliance, O., died in the Alliance City Hospital of Peronitis, following an operation for appendicitis, June 5. Mr. Surles was stricken June 1, and underwent an operation Thursday and submitted to two blood transfusions Friday and Saturday.

Mr. Surles was born in East Liverpool on July 12, 1890, a son of Charles F. Surles of the E. Monicol Pottery Co. He graduated from the East Liverpool high school in 1908 and attended the Ithaca preparatory school for Cornell University.

Surles enlisted in the army soon after the United States entered the World War, receiving a first lieutenant's commission. He left with Company E, Tenth O. U. I., which later became part of a machine gun batallion. He was connected with Company A, 134th Machine Gun Battalion and later with Company D, 135th Machine Gun Battalion. He took part in the offensives in the Bacarat sector, in the Argonne-Meuse and St. Mihiel drives, seeing service in Flanders and the lower French battlefronts. He was awarded a croix de guerre by the king of Belgium. On the return trip from Europe Mr. Surles was appointed adjutant on the transport *George Washington*. Following his return he was associated with the Chittenango Pottery Co., at Chittenango, N. Y., and later was with the sales staffs of the D. E. McNicol and the Homer Laughlin potteries. He was a member of Riddle Lodge No. 315, A. F. & A. Masons, Elks, Sigma Alpha Epsilon fraternity, and the First Presbyterian Church.

He is survived by his father, one sister, Mrs. Gordon Fay, and one brother, Richard Surles. Funeral services were held Wednesday afternoon at E. Liverpool, O.

J. R. Rothschild

As this issue goes to press word is received of the death of J. R. Rothschild of Rothschild Bros., Ithaca, N. Y. Mr. Rothschild was 62 years old. No further details have been received at this time by "Bob" Slick, china and glassware buyer for the firm who is in New York and received the sad news in a telegram from the firm yesterday. This is the third Rothschild brother to die within a period of three years.

"Ceramic Week" in Paris

The "Ceramic Week" in Paris, organized annually by the Syndicate of French Ceramic Manufacturers, opened on May 16, according to the *Pottery Gazette* and *Glass Trade Review*, England. The week consists of a technical congress, a general meeting, followed by the annual banquet of the Syndicate, and an excursion into the Marseilles region and Provence. A report by Reuters Trade Service from Paris says: The technical congress opened on Monday morning (May 16) with a visit to the Syndicate's laboratory, where research work and experiments are carried out. The members of the congress examined the ceramic products exhibited there and showed particular interest in the working apparatus for feeding kilns automatically. In the afternoon the members of the congress met. A speech was made by M. Yeatman, president of the Syndicate, and M. de Freminville, president of the National Committee French Organization, read a paper on the methodical organization of work. M. G. Meker discussed the advantages of heating by means of gas in the ceramic industry, and M. Granger, head of the experimental laboratory at the national manufactory at Sevres, gave the latest results of his experiments on fusiole watches to determine high temperatures in kilns. On Tuesday morning the members of the congress went to the Syndicate's laboratory and examined the Bodin-Gaillard drying room and witnessed experiments with the Bodin Meker apparatus for determining the mechanical resistance of refractory products. A visit was then made to the school of the Ceramic Technical Education Association, and in the afternoon, at the Maison des Centraux, MM. Victor Bodin and Pierre Gaillard gave the first results of their drying experiments, M. Alfred Gilardoni discussed drying rooms, and M. Meker methods of measuring the conductibility of ceramic products. Or Wednesday morning the general meeting was held at the Palais d'Orsay of the Mutual Assistance Society of the Syndicate of French Ceramic Manufacturers, with M. Tache as chairman. At mid-day a lunch was given to the members of the congress at the Palais d'Orsay, where, in the evening, the proceedings came to a close with a banquet presided over by M. Drouets, director of the French Ministry of Commerce.

Commercial Failures Increased on Week

Business failures for the week ended June 9 number 357, which compare with 308 last week, 364 in the like week of 1926, 337 in 1925, 391 in 1924, and 305 in 1923, says Bradstreet's. New England States had 48; Middle, 63; Western, 87; Northwestern, 40; Southern, 92, and Far Western, 27. Canada had 30 failures in the week just closed, compared with 36 in the preceding week. In the United States 77.3 per cent of the concerns failing had $5,000 capital or less, and 15.9 per cent had from $5,000 to $20,000 capital.

The number of failures in the United States this week naturally shows an increase over last week's total, which was for five business days only, but is slightly below the

(Continued on page 31)

New York Imports

June 8th

S. S. Gallier, from Antwerp, Belgium

Ovington Co., 12 cases glassware
American Shipping Co., 90 packages majolicas
Hart, J., 1 cask earthenware
Globe Shipping Co., 12 cases majolicas, etc.

S. S. Leviathan, from Southampton, England

McIlvain, W. G., Co., 2 cases glassware, 1 case china

S. S. Minnesota, from London, England

Schieffelin & Co., 3 casks earthenware
Pitt & Scott, 70 cases glassware, earthenware, etc.

S. S. Laconia, from Liverpool, England

Pitcairn, W. S., Corp., 66 packages earthenware and china
Borgfeldt, G., & Co., 3 packages earthenware
Mack, C. G., 22 packages earthenware
Plummer, W. H., & Co., 4 packages earthenware
Guaranty Trust Co., 10 crates earthenware
Irwin, J. D., Co., 5 packages earthenware
Vogt & Dose, 5 casks earthenware
Meakin & Ridgway, 36 packages earthenware
Rowland & Marsellus, 12 packages earthenware and glassware
Tiffany & Co., 10 casks china and earthenware
Hampton, J. W., Jr., & Co., 4 cases glassware

S. S. Cameronia, from Glasgow, Scotland

Kupper, H. C., Inc., 7 crates earthenware
Gunthel & Cruveilher, 18 crates earthenware

S. S. DeGrasse, from Havre, France

Globe Shipping Co., 8 casks chinaware
Macy, R. H., & Co., 16 casks chinaware
Borgfeldt, G., & Co., 1 cask chinaware
Kuyper, P. C., & Co., 31 packages glassware
American Shipping Co., 20 packages glass and earthenware
Hudson Fwdg. & Shpg. Co., 3 packages majolica
Meyer, J. H., Bros., 16 cases glassware
Bergdorf & Goodman, 3 cases glassware
Plummer, W. H., & Co., 3 casks glassware
Haviland, T., & Co., 50 casks porcelain
Ungerer, F., 1 case chinaware
American Shipping Co, 3 cases faience
Semon Bache & Co., 4 cases glassware
Bernardand & Co., 11 casks chinaware
Titan Shipping Co., 5 packages faience
Vandegrift, F. B., & Co., 5 cases chinaware
Benco Trading Co., 3 cases porcelain
Guerin Pouyat Elite, Lt., 5 casks glassware

S. S. Gripsholm, from Gothenburg, Sweden

Venon, J. H., Inc., 75 cases glassware
Meadows, Wye & Co., 5 cases glassware

June 9th

S. S. Conte Rosso, from Genoa, Italy

Cinelli, R., Co., 1 cask earthenware
Amer. Shpg. Co., 3 cases earthenware

From Naples, Italy

Gilbert, S., 17 cases earthenware, etc.

S. S. La Bourdonnais, from Bordeaux, France

Atl. Fwdg. Co., 2 cases earthenware

S. S. Samland, from Antwerp, Belgium

Gilbert, R., 2 cases crockery
Zan, W. R., Co., 1 case crockery
Macy, R. H., & Co., 9 cases crockery
Straub, P. R., 44 packages earthenware
Butler Bros., 8 cases crockery
Straus, N., & Son, 4 packages crockery
Chase Nat. Bank, 70 cases hollow glassware
Butler Bros., 4 cases toys
Shackman & Co., 25 cases toys
Kuyper, P. C., & Co., 17 cases toys
N. Y. Mdse. Co., 213 packages toys, lighting ware, etc.
Rosenthal Co., 32 cases crockery
Barth, L., & Co., 10 cases crockery
Globe Shipping Co., 9 packages crockery
Vandegrift & Co., 2 cases stones and glassware
Ovington Bros., 5 cases earthenware
Spencer Lens Co., 8 cases glassware
Winterling, H., 6 cases crockery
Gunthel, A. B., 64 packages glassware

S. S. Cleveland, from Hamburg, Germany

Powell, C. H., & Co., 3 packages glassware, etc.
Importers Service Co., 1 case porcelain ash trays
Head, H. S., 1 case hollow glass
Bing, F., Inc., 5 cases hollow glass and bronze goods
Strauss, N., & Sons, 1 case hollow glass
Sullivan, W. C., & Co., 2 cases glassware
Clover Bead Novelty Co., 2 cases glassware
Wolff, H., & Co., 2 cases glassware
Crown Veiling Co., 3 cases glassware
Manufacturers Trust Co., 1 case hollow ware
Rice, I. W., & Co., 7 cases earthenware
Metropolitan Pottery Co., 8 cases crockery
Phoenix Shipping Co., 33 cases crockery, glassware, etc.
Vandegrift, F. B., & Co., 31 cases glassware, 2 cases glass stones
Felix Merc. Co., 12 cases earthenware, etc.
Heemsoth, Basse & Co., 13 cases glassware
Decorative Plant Co., 5 cases earthenware
Interocean Forwarding Co., 2 cases earthenware, etc.
Kaplan & Gordon Corp., 1 case earthenware
Cohn & Rosenberger, 5 cases glassware
Blumenthal, B., & Co., 21 cases glass and metal ware, etc.
Robinson, H. W., & Co., 18 cases glassware
Basket Import Co., 14 cases crockery, etc.
Gavin, J. J., & Co., 6 cases majolicas
Globe Shipping Co., 16 cases majolicas and glassware
Kronfeld, Saunders & Co., 2 cases majolicas
Veith, A. H., Inc., 4 cases glassware
R. & G. Import Co., 14 cases earthenware and glassware
Metropolitan Pottery Co., 64 cases crockery
Meissner, G. E., Co., 2 cases earthenware, 3 cases hollowware
Paul, D. P., Co., 4 cases glassware
International Forwarding Co., 2 cases earthenware
Lightolier Co., 4 cases glassware
Happel & McAvoy, 14 cases majolicas, etc.
American Shipping Co., 4 packages majolicas, etc.
Nelson Bead Co., 38 cases glassware, etc.
Markt & Hammacher Co., 1 case enamelware
Eimer & Amend, 20 cases glassware
Neldon Bead Co., 7 cases glassware
Walco Bead Co., 6 cases glassware
Koscherak Bros., 19 cases hollow glassware
Borgfeldt, G., & Co., 8 cases earthenware, etc.
Chatham & Phenix National Bank, 1 case earthenware
Hirsch, J. B., Co., 4 cases glassware
Chatham & Phenix National Bank, 22 crates earthenware
Titan Shipping Co., 3 cases glassware
Eclipse Import Co., 4 cases toys, 2 cases glassware
Tomby, B., & Co., 14 cases crockery
Sheldon, G. W., & Co., 4 cases glassware
American Express Co., 8 cases crockery
Phoenix Shpg. Co., 11 cases earthenware
Vandegrift, F. B., & Co., 1 case earthenware
Graham & Zenger, 4 cases crockery, 35 cases crockery
Straub, P. A., & Co., 40 cases hollow glassware
Friedlander Co., 17 cases crockery, glassware, etc.
Semon Bache & Co., 3 cases glass
American Exchange Irving Trust Co., 1 case hollowglass
Fenton, A. W., Co., 22 cases hollowglass
Goldman, H. A., Inc., 20 cases crockery
Levy, M. D., & Co., 42 cases toys, crockery, etc.
Comptoir De Barsky, 3 cases chinaware, 1 case glassware
Greenberg, L., & Sons, 4 cases hollowglass
Wolf, Greenspan & Sons, 3 cases crockery, etc.
Strauss, N., & Sons, 37 cases crockery and hollowglass
Noe, W. R., & Sons, 10 cases glassware
Guggenheim, K., Inc., 3 cases glassware
Koscherak Bros., 18 cases crockery and glassware
National City Bank, 12 cases glassware, etc.
Inwald, J., Glass Co., 6 cases glassware
Freeman & Co., 3 cases earthenware
Murray, F. Hill, Co., 5 cases hollowglass
Kahla China Co., 12 cases crockery
National Silver Co., 1 case hollowglass
Irwin, J. D., & Co., 7 cases quartz glassware
Altman, B., & Co., 6 cases hollowglass
Ovington Bros., 8 cases glassware, etc.
American Shipping Co., 6 cases glassware
Lisner, D., & Co., 12 cases glassware
Irving Miller & Co., 11 cases earthenware
Devoy, H. J., & Co., 8 cases earthenware, etc.
Benco Trading Co., 2 cases earthenware, etc.
Bloomingdale Bros., 2 cases earthenware, etc.
Atlantic Forwarding Co., 4 cases glassware, etc.
Downing, T. D., & Co., 7 packages crockery, etc.
Atlantic Importing Corp., 7 cases glassware
Taub, Hummel & Schnall, 67 cases glassware, etc.

June 10th

S. S. France, from Havre, France

Eastern Art Shop, 3 cases glassware
Sheldon, G. W., & Co., 1 case chinaware

Hudson Fwdg. & Shpg. Co., 5 cases glassware
Decorative Plant Co., 8 cases glassware
Blum, J., & Co., 1 case glassware
Wallace, F. E., & Co., 2 cases glassware
Williams, S., 2 cases mirrors
French American Glass Co., 44 packages glassware
Chanel Co., 12 cases bottles
Horstman Uniform Co., 1 case merchandise
Kupper, H., 50 casks chinaware
Hollinger, J., 2 cases optitcs
Eleto Co., 8 cases glassware
Order, 1 case opera glasses
Cie.Gle. Trans., 28 cases alabaster works, 1 cask majolica
Pomerance, S. H., & Co., 2 cases glassware
Vantines, A., & Co., 4 cases earthenware

. S. Ambridge, from Rotterdam, Holland

Redden, C., 2 cases crockery
Bloch, L. D., & Co., 58 cases china and earthenware
Wolf, L., & Co., 18 cases toys, china, etc.
Borgfeldt, G., & Co., 95 cases toys, crockery, etc.

. S. City of St. Joseph, from Genoa, Italy

Borgfeldt, G., & Co., 4 cases crockery
National City Bank, 11 cases earthenware

rom Leghorn, Italy

Herbert & Neuwirth, 39 cases earthenware, etc.
Globe Shpg. Co., 48 cases earthenware, glassware, etc.
Granata, G., & Co., 24 casks earthenware, 22 cases earthenware
Cleveland Trust Co., 25 cases earthenware

rom Naples, Italy

Kupper, H. C., Inc., 39 cases earthenware
General Transport Co., 12 cases earthenware
Straus, N., & Sons, 32 cases earthenware
Herbert & Neuwirth, 10 cases earthenware
Globe Shpg. Co., 3 cases earthenware

June 11th

S. Mauretania, from Southampton, England

Richard, S. H., Corp., 3 casks glassware
Hampton, W., Jr., & Co., 2 cases earthenware
Dunhill, A., Inc., 1 case earthenware
Greene, H. L., & Co., 1 case glassware
Bonwit Teller & Co., 1 case glassware
Downing, R. F., & Co., 2 cases glassware
Portenoy & Co., 1 case glassware
Bloomingdale Bros., 1 case earthenware
Bane, W. L., & Co., 5 cases glassware
Simpson, R., 1 case glassware
Goldman, S., 1 case glassware
Goldman, H. A., Inc., 3 casks glassware
Titan Shipping Co., 1 package porcelain

S. Mercier, from Antwerp, Belgium

Globe Shpg. Co., 6 cases glassware
Amer. Shpg. Co., 60 cases majolicas

S. Homeric, from Southampton, England

Haviland China Co., 111 casks porcelain
Guerlain Pouyat Lite, 27 casks porcelain
Vogt & Dose, 15 casks porcelain
Strauss, N., & Sons, 10 casks porcelain
Oppenheimer, A., & Co., 1 case earthenware
Bernard, J. E., & Co., 5 cases glassware
Downing, T. D., & Co., 17 cases glassware
American Express Co., 1 case glassware
Downing, R. F., & Co., 10 cases glassware, china, etc.

June 13th

S. Schodack, from Havre, France

Downing, T. D., & Co., 3 cases glassware, etc.
Hampton, J. W., Jr., & Co., 11 cases earthenware, glassware, etc.
Downing, T. D., & Co., 1 case glassware

S. George Washington, from Bremerhaven, Germany

State Bank, 2 cases glassware
Wedeman, Godknecht & Lally, 8 cases glassware
Elliott, Greene & Co., 3 cases glassware
Redden, C. A., 38 cases earthenware, crockery, etc.
Pomerance, S H., & Co., 17 cases glassware, etc.
Wrought Iron & Art Glass Fixture Co., 5 cases glassware
Baily, Green & Elger, 9 cases glassware
Hesse, D. S., & Bros., 1 case glassware
Chatham & Phenix Nat. Bank, 7 cases glassware
Hampton, J. W., Jr., & Co., 1 case earthenware

June 14th

S. S. Sarcoxie, from St. Nazairre, France

M. Rantoul, 1 case chinaware

S. S. Veendam, from Rotterdam, Holland

Kupper, H. C., Co., 17 cases majolica
Devoy, H. J., & Co., 10 cases glassware
Davies, Turner & Co., 5 cases crockery, etc.
Fourman Bros., 10 cases crockery, 2 cases hollowglass
Phoenix Shipping Co., 60 crates crockery, 3 cases toys
Thurnauer, G. M., Co., 83 cases crockery, etc.
Grace Nat'l Bank, 85 cases crockery, glassware, etc.
Basket Importing Co., 467 cases crockery, glassware, etc.
Foster, W. A., & Co., 47 cases toys, crockery, etc.
Strauss, Eckhardt & Co., 74 cases toys, crockery, etc.

S. S. Caledonia, from Glasgow, Scotland

H. C. Kupper, Inc., 10 crates earthenware

S. S. Muenchen, from Bremen, Germany

Hutter, K., 32 cases crockery
Firld, B. H., & Co., 10 cases crockery
Phoenix Import Co., 5 cases glassware
Willenborg, C., & Co., 6 cases glassware
Goebel, J., & Co., 2 cases earthenware
Hirschberg, Schutz & Co., 2 cases glassware
Importers Freight Service, 1 case hollowglass
Semon, Bache & Co., 13 cases glassware
Sullivan, W. C., & Co., 48 cases china
Wolf, L., & Co., 100 cases china and glassware
Order, 6 cases hollowglass
Globe Shipping Co., 3 casks chinaware
French American Glass Co., 8 packages glassware
Henjes, F., Jr., 7 cases glassware
Lewis & Conger, 6 packages chinaware
David Kaplan, 1 cask glassware
Byrnes, M. J., & Co., 2 cases empty bottles
Marshall Field & Co., 47 cases glassware
Haviland & Abbot Co., 35 casks chinaware
Borgfeldt, G., & Co., 23 casks chinaware
Vandegrift, F. B., & Co., 5 cases toys and glassware

Cutting His Own Throat

Anent competition between manufacturer and jobber, Walter J. Munro, Jr., writes:

"In my judgment the manufacturer who sells to the jobbers and at the same time solicits or accepts business direct from the retail trade—(the jobber's customers)—is cutting his own throat.

"Two thousand years ago enunciation was given to the principle that no man can *successfully* serve two masters—yet in 1927 we still find some manufacturers attempting to get away with it—attempting to prove this truth a lie.

"Either sell the jobber and allow him a sufficient margin to cover the cost of doing business, plus a legitimate profit, and be faithful to the jobber by not soliciting or accepting *any* business direct from his trade, *or* sell direct to *all* the trade and avoid the jobber as if he did not exist.

"Each manufacturer must make his decision else it will, I think, soon be forced upon him. Self-respecting jobbers are not inclined any longer to tolerate competition, be it for or unfair competition, from the manufacturer from whom they buy.

"Certainly competition among jobbers is keen enough and the job of keeping it clean big enough without the added trouble that results when the manufacturers' travelers wander around the territories lifting the cream off the top.

"When foremost jobbers bring this matter to the attention of manufacturers—the evil will cease, and, I think, quite promptly."

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

WANTS GLASS LINE FOR PACIFIC COAST

EASTERN man, now residing in Los Angeles, Calif., desires representation of Table Glassware Factory, also Factory making line Blown Ware on commission basis. Can furnish A 1 references. Reply to Box No. 638, Care CROCKERY AND GLASS JOURNAL.

POSITION WANTED

MAN—Ten years' country-wide experience sale china, glass, housefurnishings—excellent references—desires connection with responsible firm. Write in confidence advising territory, etc. Address Box 637, CROCKERY AND GLASS JOURNAL.

SALES REPRESENTATIVES WANTED

SALES representatives for all sections of the United States. Full line of blown stemware. Crystal and colors. Strictly commission basis. No objection to carrying as side line. Box 639, care CROCKERY AND GLASS JOURNAL.

Buyers in New York

JUNE 9, 1927

W. A. Riordan, house furnishings, Crowley-Milner & Co., Detroit, Mich., 100 W. 32nd St.

JUNE 13, 1927

M. McCarthy, kitchen and house furnishings, Jordan, Marsh Co., Boston, Mass., 244 Madison Ave.

Miss P. Dranitzke, toys, Ruby-Deslys Co., Pasadena, Calif., Pennsylvania.

E. Bageant, lamps, Woodward & Lathrop Co., Washington, D. C., 370 Seventh Ave.

JUNE 14, 1927

E. S. Carlson, house furnishings, R. H. White & Co., Boston, Mass., 432 Fourth Ave.

G. A. Barnum, china and glassware, F. & R. Lazarus Co., Columbus, O., 1440 Broadway.

Miss Heller, lamps and glassware, Rike-Kumler Co., Dayton, O., 1440 Broadway.

Geo. O Hara, china, house furnishings and toys, Trask, Prescott & Richardson, Erie, Pa., 105 Madison Ave.

F. L. Warren, china and lamps, Callender, McAuslin & Troup, Providence, R. I., 240 Madison Ave.

A Fine Golf Alibi

It was said by the scientist Helmholtz on his seventieth birthday that a great idea had never come to him when he was at his desk, nor when he was tired, nor after taking a glass of wine, but usually when he was walking in the garden musing of other things.

If any other testimony were needed to prove the value of loafing, Clinton W. Gilbert supplied it when he pointed out that the most important and constructive ideas of the late President Harding, namely, the idea for the Washington Conference on the Limitation of Naval Armaments and the idea of sending General Dawes to Europe to help solve the reparations problem, came to him when he was playing hookey, off cruising on the Mayflower.—*Lillibridge Viewpoint.*

PETER POTTER



Peter Potter Says: The crockery 'n glass trade certainly gave "Lindy" th' welcome he deserved. What was formerly pottery 'n glass winder displays became galleries when th' Colonel passed. Speakin' o' "Lindy" reminds me thet a lot o' peepul goes up in th' air without aeroplanes and et ain't right.



Marion Talley never would have scored her triumph had she sung behind the back drop. Neither will your product sell as it should until the audience can see it.

Sign up with a good producer—Robert Rawsthorne Company, for instance—and bring your wares into the spotlight of public acclaim.

Photo-Engraving, Illustrating, Photography, Advertising

ROBERT RAWSTHORNE COMPANY
HEEREN BUILDING • EIGHTH & PENN • PITTSBURGH, PA.

Sale of Toys at Leipzig

(Continued from page 20)

i in the interests of their own toy industry. Purchases f South America and Canada did not come up to ex- tations. Buyers from the United States were inter- ed principally in novelties and placed numerous orders f sample collections. While several manufacturers of d ls in the Sonneberg district, doing a large business with l gland and the United States, stated that their American l siness had again reached pre-war proportions, they a led that for the most part it was transacted directly v h American buying agencies established in Thuringia d with travelers who visited the factory, and that the fr had accordingly lost much of its significance for the erican trade in toys.

American toys were exhibited by several Hamburg im- ters, who are said to have done a moderate business i this line.

Commercial Failures

(Continued from page 27)

n nber for two weeks ago. With 441 defaults, this week's r ord compares with 370 insolvencies for five days last w ek, and with 419 failures two weeks ago. There is a c siderable rise over the 378 defaults reported to R. G. D n & Co. in this week of 1926, all sections of the country, e ept the Pacific Coast, showing increases. The totals a appreciably larger in the East and in the South, but t re is almost no change in the West and the Pacific Coast s ws a trifling decrease. The number of insolvencies in C nada this week—46—is the same as that of last week. T is, moreover, almost identical with the 45 failures re- t ted to R. G. Dun & Co. a year ago.

Assuming Responsibilty

One of the first jobs that John Wanamaker ever had w s in the publishing house of Trautman & Hayes, in P ladelphia. There he worked for some years as an e and boy; and Mr. Hayes said long years afterward of h n: "If we sent him on an errand, it was certain that h would go straight to the place and return as quickly as p sible. Organ grinders with monkeys, beautiful store w dows and all that sort of thing could not make John s rve from a straight path."

In a recent issue of the *Credit Monthly*, Rodman Gilder, th editor, quotes the vice-president of a large corporation a saying the following, when asked what was the highest p ise he considered could be bestowed upon a man in his d artment: "He needs no following up. When I am al to say that of a man it means I am giving him about as high praise as I know how to give."

Figures that have attracted men: Venus de Milo, Ruth S Denis, Annette Kellerman.

Figures that have attracted women: $3.98.



A Macy ad that recently appeared in metropolitan newspapers and created a deal of attention

How About It?

Back in the night season of Feb. 15, 1898, there was a battleship blown up in Havana Harbor, and for some time after that the cry went over the Nation, "Remember the Maine!" The old Dresden Pottery Co., then in charge of the late Hugh A. McNicol, got out a specialty with a picture of the Maine on it. Many old-time buyers remember that oblong bread tray with a picture of the Maine in the center. The specialty sold as fast as it could be produced. Others put out plaques with a likeness of Admiral George Dewey as a center piece. Then came the Hobson, President McKinley and others. They all sold big, and it looks as though some manufacturer is overlooking a bet right now. Maybe a plaque with a decal center showing Colonel Charles Lindbergh standing beside the Spirit of St. Louis, his old flying bus, or a center piece of the Colonel and his mother wouldn't sell fast—as a specialty might now. Gee!

Two gentlemen of the Emerald Isle were discussing things musical when suddenly Pat asked: "What musical instrument do you like best, Mike?"

"Oi like a player pianny the best."

"Why?"

"Because Oi can play 'St. Patrick's Day in the mornin' or in the evenin'—or any old time meself. Which is it ye likes best, Pat?"

"Sure, Mike, Oi likes the clarinet the best."

"Why do yez?"

"Because the little devil's handy in a fight."

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORPORATION, *149-151 Fifth Ave.*
Importers of Thomas and Krister decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

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Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
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JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150.

E. TORLOTTING, INC., *35-37 West 23rd. St.*
Representing Cristalleries De St. Louis, Plateelbakkerij "Zuid—Holland", Gebr. Lorenz (Czecho-Slovakia). Gramercy 5299.

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Modern ceramics in unusual forms, colors and glazes.

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Open stock dinnerware patterns. White China for decorating.

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KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

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BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
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BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative, 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., ***New York Salesroom, 184 Fifth Avenue.***
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., ***Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building***
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., ***141-147 Fifth Ave.***
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., ***220 Fifth Ave.***
Lighting glassware, glass specialties.

THE HOCKING GLASS SALES CORP., ***129-131 Fifth Ave.***
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

SUSQUEHANA CUT GLASS CO., ***T. W. Hamilton, Representative, 139 Fifth Ave.***

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., ***Albemarle Bldg., 24th St. and Broadway.***
Pressed and blown glassware.

WESTMORELAND GLASS CO., ***Horace C. Gray Co., Representatives, Fifth Avenue Building.***
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

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VICTOR BRISBOIS, INC., ***200 Fifth Ave.***
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New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

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Underglaze Hotelware

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Pottery

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Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

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Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850.

McKENNA BROTHERS SALES CORPORATION, ***1271 Broadway, corner 32nd Street.***
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The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitrified China Co.
W. I. Tycer Pottery Company.

HENRY WITTE, 43 West 23rd St.
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PUBLISHED WEEKLY SINCE 1874

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JUL 5 1927
UNIVERSITY OF ILLINOIS

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 25

JUNE 23, 1927

IN THIS ISSUE

Federal Trade Wants Business to Set Ethics—The way is open for business to first pass on trade practices through joint trade relations committees and findings then be gone over by the Federal Trade Commission in the interest of the general public

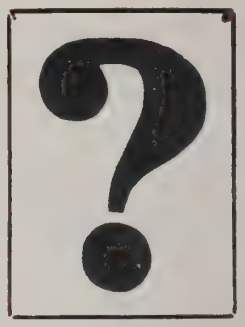
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

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To be advised about important changes in the trade?

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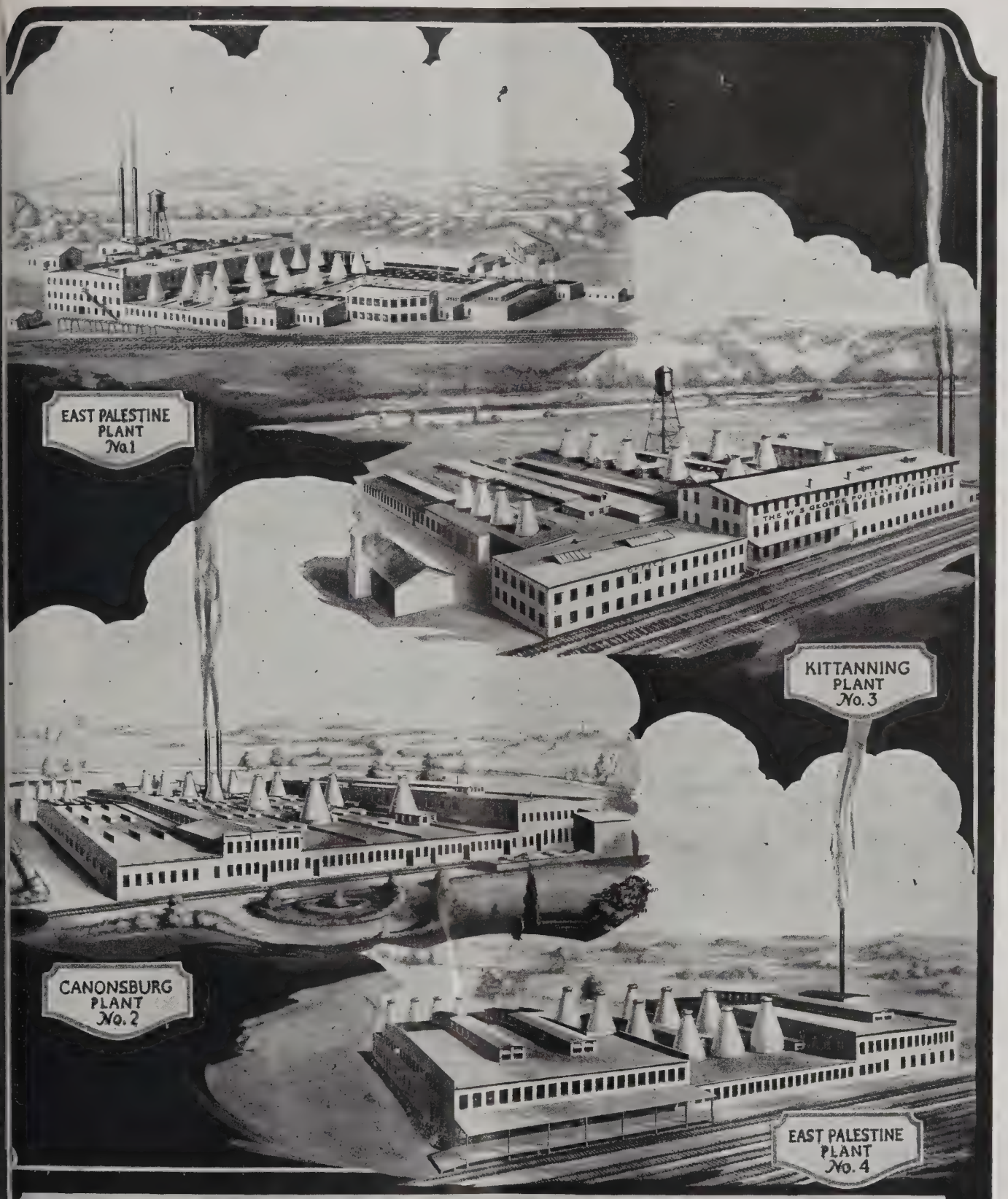
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$5.00 for 2 years

Canada
$4.00 a year

Foreign
$5.50 a year

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Vol. 104. No. 25. June 23, 1927.



The W. S. George Pottery Co.

General Offices, East Palestine, Ohio.

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Plant No. 2 - Canonsburg, Pa.
Plant No. 3 - Kittanning, Pa.
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A Postcard Request Will Bring Our Rates

The CROCKERY AND GLASS JOURNAL

45 East 17th Street

New York City

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SPODE'S SHAMROCK



The accompanying illustration shows one of Spode's outstanding patterns, one most adaptable for summer use. The jade green, which is applied under the glaze on the embossment, gives it a very cool effect and makes it useful as a breakfast, luncheon or informal dinner service. It is applied on Spode's flower embossed shape, one of the oldest shapes made by Spode, a shape that is continually appearing in the old Spode services. Its beauty is expressed in its ease, freedom and simplicity.

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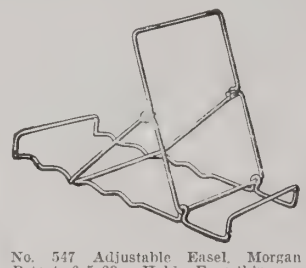
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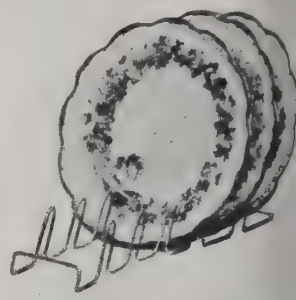
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COMPANY
Beaver Falls-Pa

Dress Up Your China Department

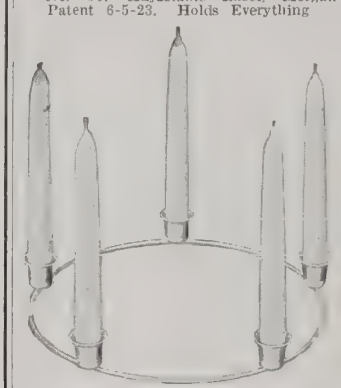
with Timberlake Easels and Racks. Ask for new catalog 35-C showing complete line, including table decorations, candle holders, and so forth.



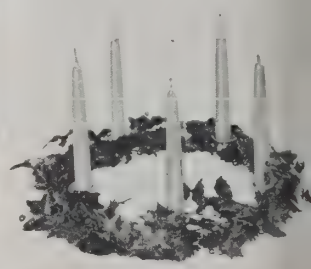
No. 547 Adjustable Easel, Morgan Patent 6-5-23. Holds Everything



No. 153 Plate Rack



No. 20 E-5 10" Table Decoration (Patent Applied) Holds whip or standard candle. Udylite Plating resembles silver



Showing 20 E-5 with flowers or leave

J. B. TIMBERLAKE & SONS INC.
THE ORIGINAL CHINA DISPLAY FIXTURE HOUSE
Established 1880
JACKSON, MICHIGAN

SELDEN SELECTIONS

SPICER GLASS



The reason for the universal popularity of this iridescent blown glassware, in four beautiful colors, is immediately apparent, for its grace, usefulness and economy make a lasting appeal.

Rooms 752-754 at the Eastern Manufacturers and Importers Exhibit, Palmer House, Chicago, Ill., July 25th to August 5th.

SPICER STUDIO

HOWARD G. SELDEN ART WARES 225 FIFTH AVENUE NEW YORK

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A unique fl border arra ment in a clever ble ing of yellow, d and light blue, green, and black with edge traced knob and handles brownish red. Shown on popular Columbia Shape.

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Crockery and Glass Journal

The Representative Paper of the Industry
Devoted to
CROCKERY, GLASS, HOUSE FURNISHINGS
LAMPS, GIFT SHOP GOODS,
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Vol. 104 June 23, 1927 No. 25

AS THE EDITOR SEES IT

...perity ... duction

America's present prosperity with its accompanying high wages, which has excited the wonder of foreign economists, was laid at the door of ...production by H. H. Rice, Assistant to the President ...e General Motors Company, in an address before ...anufacturing session of the annual meeting of the ...ber of Commerce of the United States.

"...uch has been said," he pointed out, "about high wages ... necessary to prosperity, and not infrequently the ...ment is made that high wages are the major cause ...sperity. This is putting the cart before the horse. ...igh wages are more a result of prosperity than pros... is a result of high wages. Prosperity is a result ...gh average production per man, however that high ...ction may be achieved, so that the order is: First, ... Production; Second: Prosperity, and High Wages. ...hough it may be admitted that high wages mean ...r purchasing power, that merely is saying another ...hat high wages indicate a prosperity which can only ... with high production, for real wages of course are ... stated in terms of money for convenience of ex...e, and every return, whether it is called interest, ..., or wages, must come in the long run out of pro...n and cannot exceed production.

"...may even be said, therefore, that high wages are a ...ury of high production."

...this gain more than two-thirds of it represents the ...ss of old stores, whereas in the first four months ...6 old stores accounted for less than 50 per cent of ...crease.

...J. Parson, president of the system, explained that ...arger turnover in old stores means the operating ...declines as the dollar volume expands, hence an in... in profit ratio.

...company has $11,000,000 in banks and now bor... rowing after restocking shelves following the $41,000,000 business in December.

Up to May 1 thirty-two new stores were opened in the United States and Canada, making a total in these two countries of 1,512. The company also has 258 stores in the British Isles.

The Lengthening Span of Life

Human life has lengthened from 22 years in the Middle Ages to 58 years today but it is the conviction of the Insurance Department of the Chamber of Commerce of the United States that it can be made even longer by cooperative effort.

"While during recent years the span of human life has been increasing appreciably," it says in its first bulletin on the subject, "so that the national life expectancy is now more than 58 years as compared with less than 50 years at the beginning of this century, most of the increase is directly attributable to the excellent results which have been secured in reducing infant and child mortality. Life expectancy for citizens 40 years of age and over has not been increased proportionately. A number of so-called degenerative diseases which are found among middle aged and older people are becoming more prevalent and are causing more deaths than in former years. The earning power of many men is at a maximum after they have reached the age of 40 and a vast loss results when they die prematurely.

"If American lives, on the average, have increased in length from the twenty-two years of the midlde ages and the forty years of 1850 to the 58 years of today, it would seem possible to continue the advance to the 62 years of New Zealand and then to the 65 years which authorities say is eventually possible."

CAUGHT IN THE NEWS NET

"EDDIE" HAMMOND, who seems to have the knack of staying in the limelight, returned from Boston Tuesday, where he piloted *Miss Westchester 2nd* in the Boston Gold Cup Regatta last Friday and Saturday, one of the features of the annual Bunker Hill celebration. The races were held in Dorchester Bay and *Miss Westchester 2nd* captured second prize.

A. A. Breton, china and housefurnishings buyer for Shartenberg & Robinson, is in the New York market in the interests of his firm.

Fred Smith, new china and glass buyer for Sage, Allen & Co., Hartford, Conn., accompanied by Mrs. Smith is making his initial buying trip here in the interests of his new connection. The couple motored here from Hartford.

O. W. Clayton, buyer for the M. E. Black Co., Atlantic City, arrived in New York Tuesday, and will remain here one week before returning to the famous shore resort.

Frank H. Stockwell, china and glassware buyer for the Boston Store, North Adams, Mass., is in New York buying merchandise for a special sale.

John E. Postley, son of Charles A. Postley on June 7th married Miss Gertrude Goodstein. Mr. Postley is connected with the A. Leipsig & Co.

Carl Heinbockel, popular china and housefurnishings representative of the Dry Goods Alliance, 315 Fourth Ave., will become a benedict on June 29th. We wish Mr. Heinbockel all kinds of luck.

Arthur Pett, housefurnishings buyer for F. T. Woodhull Co., Elizabeth, N. J., reports that his department is in good shape after the installation of new flooring and fixtures.

Mr. Joseph, with the Dorhman Commercial Co., arrived in New York this week from the coast. Mr. Joseph will spend several days in the metropolis before sailing for Europe.

R. C. Sobers, formerly with Albert Pick and Co., Chicago, has associated himself with the Western China Works, Aurora, Ill., in the capacity of sales manager.

W. B. Mitchell, formerly manager of the china a glass department of Sanger Bros., Dallas, Texas, has r signed his position with the firm and is open for anoth connection. Mr. Mitchell is well and favorably kno in the trade.

Clifford Ham, of the traveling staff of George F. Ba sett & Co., leaves the end of the week for Chicago as h first stop on a three weeks tour of middlewestern territor

---

Frank Gelb, buyer for Gimbel Bros. basement chi and glassware department, leaves on Saturday, accomp nied by Mrs. Gelb for a two weeks vacation. They w spend a few days with relatives in Boston and will put the remainder of the time in Maine.

H. P. Sinclaire Dies

As we are going to press, word has been received the sudden death on Tuesday, June 21, of H. P. Si claire, head of the H. P. Sinclaire Co., glass manufactu ers, Corning, N. Y.

"Tom" Smallwood Captures June Golf Tou nament—Lobsitz Wins Second Honors— Miller Guest Prize

Old Sol did his derndest to make the monthly tourn ment of the Pottery, Glass and Brass Golf Association success at the Forrest Hill Field Club, Bloomfield, N. J last Thursday and was rewarded for his efforts. Nin teen members and friends turned out to take advanta of the privileges of the club which were obtained b Joseph F. O'Gorman and a good time was had by all.

Honors for the day went to "Tom" Smallwood with low 83. Mr. Smallwood made good use of his twen stroke allotment and by shooting a 50 going out and co ing in with a 53 making a gross 103 won first priz George L. Lobsitz who has been improving his game late won second honors. Mr. Lobsitz came through wi a gross 115 minus a 30-stroke handicap for an 85. Wa ter Hagen beware!

The guest prize went to Robert D. Miller who ma the best score of the day. Mr. Miller scored a 47 goi out and bettered this score by four coming in for a gro 90 minus a six stroke handicap for a net 84.

No date has been set for next month's tourname which will be played over the beautiful Mountain Rid Country Club course in West Orange, N. J. Full d tails for this tournament for which George L. Lobsitz w

...ate a special prize will be contained in a later issue of ... Crockery and Glass Journal.

...he following scores were turned in:

	Out	In	Gross	Handcp	Net
...rge L. Lobsitz	56	59	115	30	85
... Raved	55	65	120	30	90
...rles Fessenden	49	52	101		Guest
...A. Moss	50	55	105		Guest
... Warrin	51	49	100	10	90
...ald Warrin	49	47	96		Guest
...es McIntosh	68	68	136	30	106
... W. MacKenzie	50	50	100	12	88
...is S. Hinman	58	58	116	17	99
...S. Owen	46	48	94	4	90
...a Hardinburgh	50	58	108	12	96
...ur E. Hinch	56	55	111	20	91
...Clark	50	52	102		Guest
...Barton	47	55	102		Guest
... urling	54	53	107		Guest
... Smallwood	50	53	103	20	83
...k W. Primrose	48	61	109	10	99
...W. Tyndale	43	47	90	0	90
...ert D. Miller, Guest	47	43	90	6	84

...Tily Wins Tribute for Musical Work

...he Jury of Award of the Sesqui-Centennial Exposi...io Philadelphia, recently bestowed a diploma and gold ...dal for his splendid work in originating and directing its ...sic programs upon Dr. Herbert J. Tily, vice-president ...d general manager of Strawbridge & Clothier and for...r president of the National Retail Dry Goods Asso...iation.

...Slobodkin Takes Street Floor Salesroom

...he outstanding news of the week is the announcement ...y S. H. Slobodkin that he has taken the store floor now ...occupied by B. Tomby & Co., 20 W. 23rd St.

...his is one of the best locations on 23rd St. and the ...re floor space offers excellent possibilities for display ...purposes.

...Mr. Slobodkin is New York representative for the W. ...George Pottery Co. and the Cannonsburg Pottery Co. ...This move is the third Mr. Slobodkin has made in a ...ttle over two years, each time to a finer salesroom than ...before which speaks well for his progressiveness.

...This new salesroom will mark quite a departure for do...nestic pottery display as it is the first time that an Ameri...can factory has occupied a street floor showroom in New ...York.

...Tomby & Co. will continue to occupy the remaining ...floors of the building.

Gift and Art Association Plans Promotion

Results of Research Work to Be Presented at Fall Show in Philadelphia—Retailers to Exhibit

During the last few months the National Gift and Art Association has been carrying on marketing investigations into new channels, uncovering valuable facts of sales and possibilities for the trade. Presentation of these findings will be made at the Fall Show, to be held at the Hotel Adelphia, Philadelphia, from August 22 to 27.

At this meeting manufacturers will get together to discuss methods of promoting greater distribution of gift and art wares. Variations in buying habits, seasonal sales tendencies and the results of the use of scientific merchandising to overcome low sales periods will be studied at close range.

Another feature of this premier wholesale buying market will be the Retailers' Selling Effort Exhibit, in which merchants will submit photographs of unusual and striking window and interior displays and descriptions of sales stunts.

Emmet White, president of the association, has donated a President's cup for the best window display shown by photograph. The trade papers are each offering a cup or other suitable prize for the following features:

Best sales stunt to stimulate sales from January to October.

Best or most unique shop in display of merchandise by photograph and description.

Best advertising in Rotogravure Section newspaper first six months of 1927.

During the summer months the railroads will offer special reduced round-trip rates to Atlantic City, with Philadelphia stop-over privileges. Further information about the show itself and the railroad service may be obtained from the National Gift and Art Association, Drexel Building, Philadelphia.

American Industry Bridging Gap Between Employers and Employees

The rapidity with which American industry is bridging the gap between employers and employees through Works Councils is disclosed in a report on "Employee Representation or Works Councils" issued by the Department of Manufacture of the Chamber of Commerce of the United States.

Although employee representation was virtually unknown before the World War, in 1926 there were 1,369,078 workers in the United States under employee representation, operating under more than 900 Works Councils in about 432 separate companies.

"When the whistle signals the shut down of power, both mechanical and human, in a plant," says E. W. McCullough, manager of the Chamber's Department of Manufacture, in his foreword to the report, "the plant becomes useless until activity is again restored. For it is the well balanced relations of both which have given us low cost

(*Continued on page 31*)



WHAT THE POTTERIES ARE DOING



Empire China Co., Plans to Erect New Tunnel Kiln Equipped Plant

OFFICIAL announcement was made here this week that the Empire China Co., Burbank, Calif., proposes to erect a new plant on its eleven acre tract, and that the new unit will be equipped with tunnel kilns. Just what type has not been determined, although the management of this plant has been in conference with the Harrop Tunnel Kiln Co., of Columbus, O. William G. Jackson, president of the Empire China Co., has been spending a brief season in this district inspecting those tunnel kilns now in operation, and consulting with tunnel kiln designers. "While you may not be informed, there are nine tunnel kilns now in operation in the Los Angeles district," suggested Mr. Jackson. "These kilns are now being used by manufacturers of ceramic products other than general ware, and each has proved successful. I am of the opinion that some type of kiln now in operation on the Coast can be adopted with a possible few minor changes for the firing of general ware, and these matters are to be considered by us later. However, I am looking over the Harrop type tunnel kiln, and we will make no decision as to what type we will install until after the subject has been given a thorough discussion." The present plant of the Empire China Co. will be used for the production of a white body, while the new tunnel kiln plant will be used exclusively for the production of an ivory body. While no official announcement has been made, it is believed that the company will have a new shape for its ivory body.

With two units in operation, it is the opinion of Mr. Jackson that a larger trade can be served, for the reason that the company will then be in a position to render greater service, and for a much larger volume than is now possible. Should construction of the new plant begin early in the fall, it would not be ready for operation much before next spring. "We are very happily situated, and I cannot help but believe that with our two plants in active production and having two bodies of ware, we will do a very satisfactory business from the very beginning," Mr. Jackson observed.

Harry Ritz Leases Additional Space

During his visit to this market a few days ago, Harry Ritz of New York informed the trade that he has leased additional warehouse space. As a result of this change, he will hereafter carry much larger stocks than has been his custom in the past.

Books $20,000 Order Without Competitio

How an order for $20,000 worth of dinnerware w booked by a pottery salesman without competition, though other salesmen were in the same market was lated here a few days ago when a group of pottery sal men were chatting during an evening hour. "I did know anything about the business when I hit Philadelph Pa., a few years ago," the successful salesman said to a other," and it was you who opened the door without kno ing what you were doing. You see it happened this wa You kept pestering me with the question 'who are y with?' and I never responded, only to tell you I was ju traveling. You remember who was in the room at t time, and time after time you asked, 'who are you with?' "Where did you say all this happened?" came the que "Down in Philly," came the quick response. "You kn who was in the party, and before the crowd left th buyer said to me: 'Don't let any one see your line and l come over at 4:30 tomorrow afternoon.' I didn't s anything, and the buyer did come, he gave me an ord for $20,000, and he was one of your best custome And, if you recall, you didn't sell him that trip." A fe incidents that happened that evening were recalled, a then the second salesman came back with the sharp r mark, "I'll never ask you again who are you with."

Connors Welcomes "Lindy"

Herbert K. Connors, eastern salesman for the Carro ton Pottery Co., Carrollton, O., who is now covering h territory, was one of a million or more who welcom Lindbergh at New York.

No Wage Scale Discussion This Year

The annual convention of the National Brotherhood Operative Potters will convene at Atlantic City July but this year there will be no discussions during the mee ing relative to any proposed changes in the wage sca now prevailing in the generalware industry. Delegat to the convention from the East Liverpool will leave th district June 30 and travel over the Baltimore & Oh railroad to Atlantic City. At this convention John Wood, who has been president of the organization for number of years will retire, and will be succeeded by Pres dent-elect Duffy of Buffalo, N. Y., but who was a fo mer resident of East Liverpool.

George Fowler in Eastern Markets

orge Fowler, salesman for the Homer Laughlin Co., and the only one traveling out of the home , has been spending some time in the eastern mar- Mr. Fowler, by the way, has the largest plant pro- on to offer the trade of any pottery salesman on the and even now this capacity is being increased.

Arnstein and Papke Conclude Visit

o Arnstein, merchandise manager for the Shuster , Milwaukee, Wis., accompanied by "Alf" Papke, of dinnerware and glassware, have concluded a to the East Liverpool market, it being their first the January season.

Mission to End Business Report

ording to information received here from the Pa- oast, the plant of the Mission China Co., near Los es, Cal., will no longer be identified with the pro- n of either hotel china or semi porcelain ware. reports announce the company is now in the hands a riendly trustee, and that the business is to be wound his factory was one of the earliest to be established Pacific Coast.

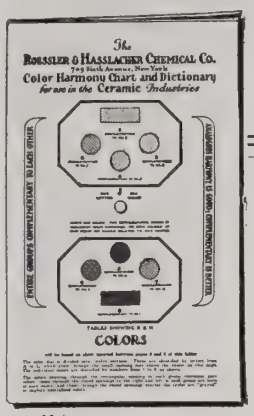
s Berry, buyer of dinnerware for the Houghton ton store at Boston, Mass., has concluded a brief to the local market.

o Change in Dinnerware Production

re has been no change in the production of dinner- n this territory, so far as the district as a unit is ned. Mail orders are spotty. There is more or quiry, however, for goods for special summer sales, ese inquiries are for goods that can be shipped with able promptness. There is a fair demand for the class dinnerware patterns, but all such orders ap- be for immediate requirement. All plants making y body are having a very fair run on these goods, l the volume is not large in any single instance. As ral run, potteries hereabouts are operating on the educed schedule, although a few of them are work- l time in the decorating department, and part time clay shops. Not much change in the situation is d to develop much before the fall buying season.

. George Has Big Production Capacity

W. S. George Pottery Co., East Palestine, O., now capacity of 44 kilns, making the firm the second individual producer of generalware in the United With plants at Cannonsburg and Kittanning, Pa., at East Palestine, the company is now featuring ite and ivory body dinnerware, the latter body oduced in the No. 4 plant at East Palestine. For



A New
COLOR HARMONY
CHART

—Improves production

—Saves time in selection of colors

—Prevents mistakes in color

THIS Chart tells *what* colors to use and *how* to use them. Color harmony is described and almost every conceivable color combination is quickly and accurately found by an ingenious patented arrangement. This valuable dictionary of colors for use in every branch of the ceramic industries will be sent upon request.

The
ROESSLER & HASSLACHER CHEMICAL CO.
709 Sixth Avenue, New York, N. Y.

Boston, Baltimore, New Orleans, Chicago, Philadelphia, San Francisco, Trenton, Cleveland, Pittsburgh, Kansas City

"America's Leading Ceramic Material House"

many years the W. S. George Co. has been making a special feature of jobbing business, although at the Cannonsburg plant the department store trade has always been a leading part in the business of that individual unit.

Dresden May Operate No. 2 Plant

Rumor is current in this district that the No. 2 plant of the Dresden Pottery Co. may be placed in operation, but officials of this company decline to make any comment upon future plans. Recently it was said that neither properties would be placed in operation as long as trade continued in its present condition. The No. 2 factory of this company was formerly operated by the Burford Pottery Co. and was sold by that interest to the Standard Pottery Co. Later it passed to the control of the Dresden Pottery Co.

Elizabeth, 10, and Bobbie, 6, were discussing automobiles. "Well, I don't care," said Elizabeth, "our car is bigger than yours. It's a seven-passenger." "Well, I don't care, either," replied Bobbie, "our car is a seven-passenger, too, when mother holds the baby."

"Wheah you-all bin?"

"Lookin' foah work."

"Man! man! Yoah cu'osity's gonna git you into trouble yit."



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Cambridge, Ohio, Making Bid As Glass Producing Center

EFFORTS of the commercial interests of Cambridge, O., to promote the position of that community as a glass producing centre was advanced late last week, when the announcement was made that a fund of between $17,000 and $18,000 would be raised immediately for the purchase of factory sites for two glass concerns that are interested in relocating their plants at Cambridge. The Gilligan Glass Co., now located at St. Mary's, W. Va., will relocate their plant at Cambridge, provided a factory site and railroad sidings are available, as will the Christensen Agate Glass Co., Payne, O. With the Cambridge Glass Co. being one of the older and most active industries at Cambridge, and the Atlas China Co., Niles, O., now operating a generalware plant there, the community is rather well fortified with glass and pottery plants. "The Spirit of Cambridge" appears to be rampant there just at this time with reference to securing additional industries, and it may follow that after the two new glass factories have been placed in operation, that additional effort will be put forward to obtain similar industrial plants.

Mission Buys Another Glass Plant

The Mission Glass Mfg. Co., Los Angeles, Calif., has concluded the purchase of another plant, according to word just received in this district. According to the information received here, the company has taken over a plant at Burbank, Calif., near the location of the Empire China Co., and will, as soon as the property has been remodeled, enter the production of a general line of ware, which will include lighting glassware, tumblers, and gasoline pump cylinders. The company proposes to place on the market the largest varied line of glassware produced by any single factory on the Pacific coast. It is probable that the new factory of this company will be placed in operation within the next three months.

Zihlman to Begin Operations

Official announcement has been made by the Zihlman Glass Co., Cumberland, Md., that the new factory of this interest will be placed in operation within the next fortnight. The factory is the most recent of its character to be established at Cumberland. The line will include blown stemware and tableware and a full line of specialties, and in the latter instance it may follow that colored glassware will be included with the production of a crystal li New shapes have been provided for the entire line.

Chase to Feature Colored Glass Shades

A new line of colored glass shades is to be featur within a short while by the Chase Glass Specialty C which is now being organized at Smethport, Pa., by lo interests. The line will be the only one of its charac on the market, it is claimed, for the reason that t shade is of a new type, and is to be used as a mask be placed over or under electric bulbs. The line will specially adopted to decorative illumination purposes

---

Acme Glass Co. Organization Completed

Organization of the Acme Glass Co., Lumport, W. V has just been completed, and a West Virginia charter h been issued. The company has been formed with a c ital stock of $100,000 to operate the former factory of Lumport Glass Co., and those backing the proposition Philip P. Steptoe, E. P. Boggess, J. H. Knight, James Guiher and V. L. Horner, all residing at Clarksburg, Va.

Flint Glass Business Slow

More or less apathy continues to prevail in the fl glass trade, insofar as new business is concerned. Sc producers have admitted their business has fallen off a result of the Mississippi flood, as jobbers and distr utors in that territory have been unable to dispose stocks in any volume. Factory production as a matter fact, is below normal on many lines, although a few s cialty lines are in very good request. There is only a l demand being experienced just now for the seven-p summer drink sets, distributors who ordered liberal stoc of these lines earlier in the season reporting slow tra and with no indication when the sale of the line wo reach normal. Weather conditions are blamed for i situation. The full line of containers, however, is on a sonable request, and the colored glassware specialty l are holding their own for this season of the year.

Pottstown Glass Co. Formed

With a capital stock of $10,000 the Pottstown Gl Co. has been formed at Pottstown, Pa., by R. K. Fl rick, with offices at 1430 Tenth Street, Reading, Pa. A Pennsylvania charter has been granted this interest.

Rollman & Sons to Have $2,500,000 Issue

Glass salesmen visiting the Cincinnati market have ised that the Rollman & Sons Co. department store, ch was established 60 years ago, is arranging to place 00,000 six per cent preferred stock of the corporation he market. Of this amount, $1,000,000 is to be held he company.

Henry Buhl's Death Removes Old Owner

he death of Henry Buhl, one of the founders of the gs and Buhl department store here, has removed from h district one of the few of the remaining line of old Pisburgh department store owners. With R. H. Boggs, Buhl founded the store now bearing the name of founders, 58 years ago, a small dry goods store being h first undertaking. Eventually the business expanded, the store is now one of the most noted in the Pitts-gh district.

Distributive Trade Conditions

he features brought out below are that the gains in h-store and mail-order trade, and the two combined, ay were far smaller than in April, when a late Easter id April sales over the like month a year ago, while department store sales changed a gain of 6.9 per e in April to a decrease of 3 per cent in May.

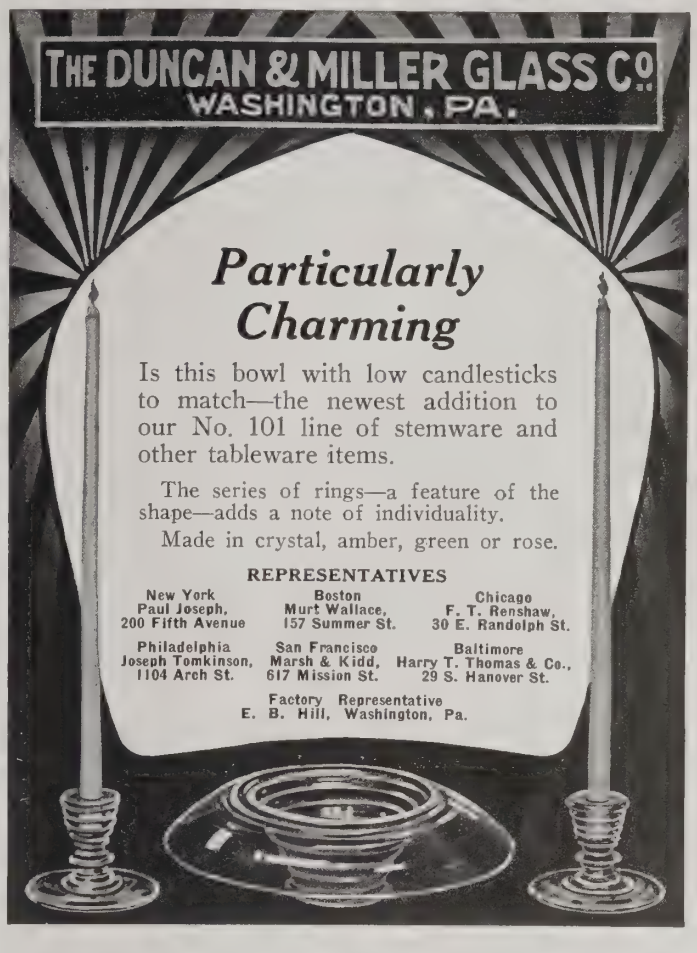
he following table exhibits the percentages of in-se or decrease in wholesale and retail distributive a thus far recorded for the first five months of 1927, mpared with the like months of 1926:

	Chain stores	Mail orders	Chains and mail orders	Dept. stores*	Whole-sale
uary	I 10.1	D 6.9	I 2.0	D .9	D †3.8
uary	I 17.1	D 3.0	I 8.1	I 1.7	D †3.9
ch	I 12.3	I 2.1	I 7.8	D 1.8	D 2.4
pl	I 25.1	I 4.6	I17.6	I 6.9	D 2.7
a	I 7.5	I .05	I 4.6	D 3.0	
nths	I 14.0	D .5	I 7.5	I ‡1.6	

*Federal Reserve report. †Estimated. ‡4 months.

Sales of mail-order houses and chain stores for May are with the previous month and the like month a ago as follows:

Mail-order	May, 1927	May, 1926	April, 1927
-Roebuck ..	$19,994,000	$19,339,227	$24,091,114
. Ward	13,747,540	14,384,858	16,557,218
tal	$33,741,540	$33,724,085	$40,648,332
Chain stores			
. Woolworth	$20,915,635	$20,263,699	$22,350,392
C Penney	11,425,234	9,798,186	13,508,425
S Kresge	9,601,621	8,992,804	10,787,540
at Bella Hess	3,302,512	3,831,360	4,533,610
. Grant	3,160,255	2,867,250	3,363,678
cory Stores	2,851,676	2,491,866	3,308,409
R Thompson	1,221,791	1,237,220	1,198,178
J. Newberry	1,135,623	777,273	1,086,719
av Pender	1,028,948	923,808	1,103,123
8 W. Grand	935,814	803,434	1,188,765



Westmoreland Glass Co.

Grapeville Pa.

Manufacturers of

High Grade Glass-ware

Plain, Cut and Decorated

For Gift Shops

Florists

and Table Use



No. 1211 Sugar. Made in Roselin, Amber, Green and Crystal.

The Line of Original Ideas



No. 1211 Creamer. Made in Roselin, Amber, Green and Crystal.

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H. P. & H. F. Hunt, 41 Pearl Street

Traveling Representatives
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R. A. Keel 1439 Greenview Avenue CHICAGO, ILL.

PHILADELPHIA
Fred Stott, 1007 Filbert Street

BALTIMORE, MD.
John A. Dobson & Co., 110 Hopkins Place.

SAN FRANCISCO
Himmelstern Bros., 718 Mission Street

LOS ANGELES
Himmelstern Bros., 643 S. Olive St.

SEATTLE, WASH.
Himmelstern Bros., Terminal Sales Bldg

Federal Trade Wants Business to Set Ethics

"Vertical" Councils Could Rule on Matters of Unethical Practices — Commission Would Review Their Findings

THE practicability of setting up a working arrangement by which Government and business can cooperate practically to eliminate economic wastes due to questionable or unethical trade practices is pointed out by Judge Edwin B. Parker, chairman of the Board of Directors of the United States Chamber of Commerce.

Reviewing the decisions of the United States Supreme Court and declarations of the Federal Trade Commission, Judge Parker points out that the way is open for business first to pass upon trade practices through joint trade relations committees and that findings then may be gone over by the Federal Trade Commission in the interest of the general public.

Judge Parker's views were made known in a recent statement before the Domestic Distribution Section of the chamber at a meeting which took up the progress that has been made in the creation of trade relations committees. These committees are now operating in a number of industries, and represent manufacturers, wholesalers and retailers within the industry. The plan of the chamber is to encourage during the coming year the extension of the committees into other industries, the eventual idea being that all industries thus will be able to work out such measures of self-regulation as to make it unnecessary for the Government to intervene through any of its regulatory agencies.

This represents, according to Judge Parker, the practical application of three of the fifteen principles of business conduct formulated three years ago by a special committee of which Judge Parker was chairman and adopted by the National Chamber and commercial organizations throughout the country.

"Vertical" Committees Needed

"It frequently happens," says Judge Parker, "that trade associations are made up of those engaged in the same branch of the same trade or industry, while many of the trade customs which are wasteful have grown up between those engaged in different branches of the same trade or industry; for example, between the manufacturer and the wholesaler, or between the wholesaler and the retailer. The suggestions which have been made to you contemplate the formation of a Joint Trade Relations Committee along vertical lines, embracing representatives from every branch of the industry and bridging the gaps between trade associations representing only distinct branches of that industry. Such a committee, formed for the purpose of seeking out and defining practices which are wasteful and which in the interest of trade as a whole should be eliminated, will find customs which, even if originally useful, have outgrown their usefulness and become wasteful, or customs which have been forced up some of the members of a trade against their better jud ment.

"Where representative individuals in each branch of industry agree that a particular practice constitutes a tra abuse, it is apt to be such. However, there is anoth interested class—the ultimate consumer—whose voi should be heard that the trade as a whole may not ga any undue or selfish advantage at his expense. This cla may properly be represented by the Federal Trade Co mission, a wholly disinterested public agency. When t Joint Trade Relations Committee, formed in the manr which has been suggested to you, agrees that a particu practice constitutes a trade abuse and its report is a proved by the Federal Trade Commission, it may be saf accepted as not only in the interest of the trade, but the general public interest.

Procedure Outlined

The last annual report of the Federal Trade Comm sion outlines the procedure of the "Division of Tra Practice Conferences" adopted during the fiscal ye ended June 30, 1926, which, in the language of that re port, "provides a method of procedure whereby those e gaged in an industry or business may formulate, und the direction or sanction of the commission, their o rules of business conduct." The report continues:

"This procedure has proved an expeditious and e nomical means of eliminating the use of unfair metho of competition from industry by assembling in confere representatives of a given industry who, under the dir tion of the commission, define and on a given date volu tarily and simultaneously abandon the use of such me ods, thereby putting all competitors on an equal footi In addition it induces moral support and actual assista from the industry in the enforcement of the rules wh the industry adopts and accomplishes at a minimum of c and time one of the chief purposes for which the comm sion was created. * * *

"When the industry has adopted its rules, a full rep of the conference showing those present, the proportion the total industry which they represent, and other essen data is presented to the commission; and if adopted sanctioned by the commission, the action of the indus becomes the rule of business conduct for that industry the subjects covered. * * *

Send Peter Potter a Suggestion.

Continued Retail Growth Reported

Five-and-Tens Show 21 P. C. Gain for April; Dept. Stores 7.5 Per Cent—Mail Firms, 6.6 Per Cent

Volume of retail trade increased rapidly in April and was generally larger than in the corresponding season of any previous year. Sales of department stores and mail-order houses averaged about 7 per cent larger in value than in April of last year and those of chain stores were also larger. This growth in retail trade in April was due in part to the late date of Easter this year, but sales for the season, March and April, were also larger than in the corresponding season of last year.

Percentage changes in the value of sales of reporting retail firms in April, 1927, compared with April, 1926, and in the two months, March and April, 1927, compared with the corresponding two months in 1926, are as follows:

	Percentage of increase over corresponding period in 1926		
Class of store	April 1927	March-April 1927	No. reporting
Department stores ...	+ 7.5	+ 3.0	359
Mail-order houses	+ 6.6	+ 4.1	4
Chains of stores:			
Five-and-ten-cent ...	+21.0	+14.1	5
Grocery	+16.0	+21.8	27
Drug	+16.9	+16.3	9
Cigar	+ 4.3	+ 5.9	3
Shoe	+19.3	+ 4.7	6
Candy	+13.5	+ 9.3	5

Sales of chain stores reflect changes in the number of stores included in the chains as well as changes in the volume of sales, and this accounts in part for the larger increase in the volume of trade at these stores.

Department store sales and stocks by Federal reserve districts—Department store sales were larger in April than a year ago in all Federal Reserve districts, except the Minneapolis district where they were smaller and the St. Louis district where they were in about the same volume as in April, 1926. The largest increases, amounting to more than 10 per cent., were in the Cleveland and San Francisco Federal Reserve district. In several cities, however—Columbus, O.; Youngstown, O.; Atlanta, Ga., and Evansville, Ind.—increases in sales of reporting stores, as compared with April of last year, amounted to more than 20 per cent.

Stocks of merchandise carried by department stores for the country as a whole were in about the same volume at the end of April as in March and in April a year ago. In the Boston, Cleveland and Atlanta Federal Reserve districts, stocks were slightly larger than a year ago while, in the New York, St. Louis, Minneapolis and Dallas districts they were smaller. In the other five districts stocks were in about the same volume as in April, 1926.

Stock turnover—As a result of the large growth of sales in April without an increase in stocks, the rate at which stocks were turned over averaged 10 per cent. higher for the country as a whole than in April, 1926. For the four months ending in April the rate of stock turnover was 3 per cent. higher than in the first four months of 1926.

China and Glassware Sales Ahead of Year Ago

Of fifty-three lines of business in New York City reporting to *Bradstreet's* this week, thirteen were better than, twenty-five equal to, and fifteen below a year ago. Four reported collections better than a year ago, twenty-eight equal to a year ago, and twenty-one below a year ago. Following is a summary of lines reporting sales ahead, equal to, or below a year ago.

Sales Ahead of Year Ago

Boxes, wooden, mfrs.
Brick, who. or mfrs.
Cement, who.
Chinaware, Who. & job.
Cotton gds., who. & job.
Department stores
Fruits & vegetables, com.
Furs, who.
Glassware, who. & job.
Groceries, who, & job.
Laundries
Machine tools, mfg.
Patent medicines, mfg.

Sales Equal to Year Ago

Carpets, who. & job.
Chemicals, mfg.
Cloaks & suits, women's mfg.
Clothiers, men's, ret.
Dairy prod., who. & job.
Drugs, who. & job.
Electrical goods, mfg.
Electrical goods, ret.
Electrical goods, who.
Foundries, mfg.
Furniture, ret.
Furniture, who. & job.
Hardware, ret.
Hardware, who. & job.
Hotels.
Iron & Steel, who. & job.
Lumber, who.
Paper, wrapping, who. & job.
Pianos, mfg.
Radio, who. & job.
Rayons, who. & job.
Tailors, custom, men's, ret.
Tobacco, leaf
Twine, who. & job.
Underwear, women's, mfg.

Sales Below Year Ago

Automobiles, ret.
Boxes, paper, mfg.
Dresses, women's, mfg.
Fur goods, mfg.
Hats, men's, mfg.
Jewelry, mfg.
Jewelry, ret.
Jewelry, who. & job.
Millinery, who.
Millinery, women's, mfg.
Shirts & collars, men's, mfg.
Silk goods, mfg.
Silks, who. & job.
Woolen goods, who, & job.
Worsteds, who. & job.

Boggs & Buhl Marks 58th Anniversary

Publicity plays a heavy part in staging the fifty-eighth anniversary of the Boggs & Buhl department store, Pittsburgh.

An invitation to the public to participate in the celebration was carried on every highway and byway traversed by the Pittsburgh trolley cars. From Caraopolis to East Pittsburgh a constantly moving procession of big cards mounted on the fronts of trolleys greeted the eyes of Pittsburgh and neighboring communities—a colorful

(Continued on page 20)

What's New in New York Showrooms

Heinrich & Winterling Show Two New Patterns

The Marcella with a rich ivory rim and the Tristan all white, both of which carry the same decoration and are displayed on their Imperial shape are two of the latest surprises in dinnerware that Heinrich & Winterling, Inc., the importers, 49 West 23rd St., are showing at their salesrooms. Two lovelier decorative conceptions would be hard to find. The treatment presents an imaginary type of flower that is most unique in its effect. It employs three large and three smaller alternating groups equally spaced around the rim of the plate, while flowers of the same character have been used in a circular group on the center. It is at once noticed how expertly blended and unusually rich are the colors used for this treatment. Blue, black, yellow, terra cotta, green and pink are used in the scheme. A black hair line is used as an outline for each flower and leaf. On the Marcella the ivory rim has been applied in a manner that is quite beyond criticism. The pattern also carries a gold verge and edge line while the hollow ware is presented with half matt gold knob and handles. The Tristan, which as mentioned above, does not utilize the ivory rim, is completed with a gold edge line and traced knobs and handles. The pattern is pictured herewith.



Edw. B. Dickinson, Inc., Show Delightful Pattern

Their No. A 3135 decor which is one of the newest of the new to be displayed by the importing house of Edw. B. Dickinson, Inc., 49 West 23rd St., presents a treatment of which the firm may well be proud. Known as Ceylon Ivory and from the factory of Booths, Ltd., Tunstall, Stoke-on-Trent, England, for which the Dickinson firm are American agents, it is one of the most interesting offerings that could be desired in dinnerware. It shows a most refreshing under glaze motif somewhat simple in its effect, yet by the same token one that is exceptional for its perfect blend of rich coloring and excellent balance. A continuous border arrangement of pretty flowers and green leaves is the only decoration used. In this, two pretty tones of green which are used for the leaves form a delightful background for the flowers which are in colors of pink, purple, yellow and black. A rich green edge line has also been used to splendid advantage. The Embassy shape, perfect of grace and all that could be wished in beauty of contour, carries this decoration perfectly. Should the pattern meet with the approval of the trade, the Dickinson firm will carry it as an open stock number and judging from the enthusiasm shown by the comparative few who have thus far seen it, it is a safe prediction at this time to say that it is certainly destined to become one of their open stock family.

Dresden Pattern a Credit to Mercer Pottery

The New York salesroom at 200 Fifth Ave., of the Mercer Pottery Co., Trenton, N. J., contains a splendid sample showing that permits of a selection to suit all tastes in dinnerware. One of the most pleasing patterns in all their exhibit is the Dresden, shown on the Queen Anne shape. This without doubt is most attractive and presents an offering unusual in its charm. Three fancy medallions spaced equally around the rim of the plate which are set about a quarter of an inch from the edge and joined by a fine gold line form the basic idea of the treatment. Combined with this an imaginary fancy flower and scroll have been worked out while just below three dainty flower sprays in natural tints are placed in which the rose is the outstanding blossom. The predominating colors of the treatment are purple and yellow, which are

day so popular in home decoration, and combined and rmonizing perfectly with them are blue, green, red, etc. he center of the plate is decorated with a large tulip and small cluster and spray of garden flowers in a wealth color. A shallow scalloped edge with alternating pan- s in a plain and rope effect and a gold edge line com- ete the idea. This decoration has been designed espe- ally to fit the Queen Anne shape and in its conception e Mercer factory may feel well repaid for their efforts. he longer one sees the Dresden pattern the more it ows upon one, in other words it is one of those designs at wears well and which always makes the most satis- ctory movers at retail.

Cooke Features Charming Tea Sets

At the exhibit of Guy Cooke in Room 214 of the Fifth venue Building, are some Czecho Slovakian crackled ass ice tea sets that are remarkably striking, as well as eing attractively priced. They are in a selection of shapes id color combinations that are indeed pleasing. For in- ance some are displayed in amber with a green handle, ue with an ambler handle and green with a lovely ruby ndle. On opposite sides of the glasses and jug two fancy tle buttons are placed in colors to match the handles. his decorative touch adds materially to their very attrac- ve appearance. An interesting feature of the jug is its ver. It is deeply inset making it practically impossible for e contents to spill. It has a knob which is really a work art and most original. Mr. Cooke is deserving of credit r this as it is his own creation. It works out a most traordinary and pleasing flower and leaf idea worked it in a high effect. The very fact of its height, gives added touch of grace to the jug. These particular sets e priced to retail at $5 and offer a real "buy" for this mely merchandise. In addition to the above Mr. Cooke as another assortment of ice tea sets that are very in- resting. These also carry a colored knob and handles in een, blue and amber and retail for $3. They are in nported Czecho crackled glass as well.

Borgfeldt Originate Glass Novelty Line

A unique glass novelty line for ornamental purposes hich embodies some most original ideas is being featured y Geo. Borgfeldt & Co., 111 East 16th St., on the fifth oor of their building. The items referred to are really pplemental to their novelty glass tree line which has ready proved so popular with the trade. This line nsists of miniature bushes and flowers. The former most exceptional in appearance and besides its orna- ental feature is adaptable as a place card holder. Stand- g only a few inches in height it is shown in pretty colors f green, rose, blue, ruby and crystal. Credit is due the rm in bringing out an item of this character, as the lea is their own. Their glass flowers are equally attrac- ve. The assortment consists of any number of differ- nt kinds of blossoms in a diversified range of colors and combinations. The impressive thing about them is the delicate texture of the petals and leaves and the perfect manner in which the shapes are moulded. The stems are made of wire wound in different shades of silk adding a further artistic touch that is pleasing. It is a safe prediction to say that their reception by the trade is certain to be as enthusiastic as that accorded the firm's glass tree line. The prices are exceedingly reasonable.

Economy Items Please at D. King Irwin Showroom

The Economy Glass Co., Morgantown, W. Va., are right in the front rank when it comes to bringing out items of genuine individuality. A few of their new numbers recently opened up at the salesroom of D. King Irwin, the factory's local representative in the Fifth Avenue Building, further entitles them to the above distinction. A line of flip vases featuring a pillar as well as a new palm optic is a noticeable and attractive acquisition to the display. Both of them are shown in green, amber and Rose Marie, which colors in combination with these optics make the vases most alluring. There is also a new and wonderfully pleasing hand-painted luncheon set decorated in Czecho style. The set comprises a footed sherbet, footed ice tea, goblet, footed wine or cocktail, salad plate and pitcher. The tumbler has a low stocky stem which is in the Rose Marie color as is also the foot. The bowl is crystal with a wide optic. The flowers which are used for the decorative scheme are in brilliant colors of red, blue, green and yellow combined with blue band lines around the upper part of the bowl. Another charming item which compels attention is a night set. On this the caraffe is handled and lipped. It is shown in a straight optic and may also be had in three above-mentioned colors.

Store Will Train Own Executives

Beginning next fall, Bloomingdale Bros., New York, will offer an executive training course.

According to Conrad Schenkman, superintendent of the store, the courses will be handled by special instructors directed by the superintendent's office.

The phenomenal growth of the Bloomingdale store during the last few years has placed a heavy burden on the firm in finding capable executives to direct its larger scope of merchandising activity. This condition has emphasized the need of formulating a method for developing from within the ranks men and women to hold these bigger posts.

Plans for the course are still in a formative stage. About fifty employes, who have been with the firm for some time, will be picked to take the courses.

The inauguration of the executive training courses will result in this personnel program being introduced:

New employes will be selected in most cases on the basis of their capacity, and with a view to their probable development in three or four years.

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. Smythe, Representative

Firm of Dooner-Logan Reorganizes

THE firm of Dooner-Logan, manufacturers' agents, has been reorganized and Mr. Dooner's interest taken over by Carl A. Logan. The business will be known in the future as The Carl A. Logan Co. The business will be continued at 130 North State St., where lamp and gift lines will be shown as heretofore.

The Atlantic Import Corp. Division of Helm & Soukup, 17 North Wabash Ave., is offering a 50-piece assortment of Raphael Italian pottery at $31.25. These tiny figures, delicately colored and modeled, constitute but one of the many new foreign importations already finding their way into the local displays, and are but the vanguard of interesting pieces to be received by Helm & Soukup from abroad.

The American Furniture Mart, the largest show place for house furnishings, is rapidly becoming quite a center of buying for dinnerware, china and pottery. The companies already displaying are the Atlas-Globe China Co., L. D. Bloch & Co., French China Co., Herbert & Neuwirth Co., Inc., Limoges China Co., Percy M. Rose, The Saxon China Co., Sebring Pottery Co., and the Stetson China Co.

J. B. Salterini has taken space in the Furniture Mart for the Chicago market, which opened Monday, June 27.

Plans for the Sixth Annual Chicago Gift Show to be held at the Hotel Stevens from August 1 to 6, are gradually rounding this great yearly show into definite shape. Always the mecca for the choicest bits of gift merchandise, from domestic wares of popular appeal to numberless foreign importations from the recognized as well as remote art centers of the old world, this coming display shows every indication of surpassing the showing of previous years. The various committees handling the details of the exhibit have been working with such marked success that the results, at this comparatively early date, show 253 rooms which will display the gift wares of the largest importers in this country, have already been booked.

E. L. Brown, of the Geo. C. Kindt Co., sales force, returned home last week, having been away on the road covering the trade in the middle west for the past fourteen weeks. He departs again next Friday for Chicago to attend the show at the Furniture Mart following which he will return to New York preparatory to again leaving for the road.

F. W. Merry, president and Chas. L. Gaunt, vice president of the Indiana Glass Co., Dunkirk, Ind., spent Tuesday of this week in New York, conferring with their New York representatives The Horace C. Gray Co.

W. C. McCartney, secretary of the Cambridge Glass Co., Cambridge, O., arrived in New York on Friday of last week. While here he was busy calling on the local trade and conferring with O. C. Graham, local representtive for the factory. W. L. Orme, vice president of the firm also reached New York on Monday of this week. They both departed for home last Wednesday.

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9 North Wabash Avenue
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Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

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SEBRING, OHIO
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W. L. GERALD, *Chicago Representative*
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FURNITURE MART
Phone: Superior 4100 Room 980

The Atlas-Globe China Co.
NILES, OHIO
E. J. BENJAMIN, *Resident Agent*
PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

Pleasure as Well as Profit for Visitors to Chicago Gift Show at Hotel Stevens

DEALERS everywhere see in the coming Sixth Annual Chicago Gift Show both pleasure and profit.

The time of the Gift Show—August 1 to 6—fits in very nicely with vacation plans and the many recreational advantages offered by Chicago settle definitely that trouble-some problem—"Where to go?"

For here are all facilities for entertainment—bathing, fishing and boating on beautiful Lake Michigan; tennis—public courts are plentiful in practically all of Chicago's greatest parks; golf—Chicago has more public and private courses than any other city in America. There is also fine music and drama of the highest quality.

The "profit" attraction of the Chicago Gift Show hardly needs comment, as any of the thousands of dealers who attended last year's event will readily testify. In no other way can dealers buy so conveniently and economically. Instead of comparing merchandise and prices from only three or four sources, here the dealer has scores of lines from which to choose. Buying under such conditions, he is certain of getting the best value the market affords, which, of course, means either an attractively low price to his consumers or a better margin of profit for himself.

At this year's Chicago Gift Show at the Stevens, the opportunity for profitable buying is greater than ever. This season's exhibit comprises the largest display of gifts, art wares and novelties that has ever been assembled anywhere. More than 300 exhibitors have taken space. Three floors of the Hotel Steven,—the world's largest—have been reserved for this event.

Remember the date—August 1 to 6—and be sure to attend!

Check System of Paying Deals Blow to Payroll Robbers

The check system of paying employees, adopted by many large industrial concerns in the United States chiefly because of the increase of payroll robberies, is the subject of a special pamphlet issued by the Department of Manufacture of the Chamber of Commerce of the United States.

The investigation, the results of which are summarized in this publication, discloses that this system is meeting with very general approval, that it has certain advantages over the payment of wages in cash, and that, with minor exceptions, no objection is made to it by the wage-earners themselves. It has also been found that the chief consideration is not the safety of the payrolls but the safety of employees handling them that has actuated corporations in adopting the system.

"We were induced to make this inquiry into the paying of wages by check," says E. W. McCullough, manager of the Department of Manufacture of the National Chamber, in his preface, "not only because of the employer's interest but the interests of the employee and the bank—the three most directly concerned. It also developed that the outstanding factors were safety to life, to property and the economic considerations which caused the adoption of certain systems.

"It has been gratifying to note in making this research that the employer has placed the safety of those handling his payrolls—because of bandits, highwaymen and hold-ups—above all other considerations. While the handling of large sums of currency has always been attended with risk, this has materially increased since the War and calls for special consideration."

Boggs & Buhl

(Continued from page 15)

notice that the great "Boggs & Buhl fifty-eighth anniversary is now in progress." Even away out in Washington and Canonsburg and other outlying towns the same message was presented the home folks from the fronts of the local cars. A total of 855 trolley cars carried the invitation to Boggs & Buhl's fifty-eighth birthday event.

According to A. G. Walter, this was but one of the publicity features to inspire the public to take an interest in the sale. Nobody in this part of Pennsylvania or in neighboring Ohio and West Virginia was overlooked. Thirty-eight daily newspapers, reaching a quarter of a million subscribers every day, for three days at the beginning of the sale carried news and details of the biggest event the Pittsburgh store has ever seen. Youngstown, Steubenville, Clarksburg, W. Va.; Oil City and dozens of towns in between were included, and where there was no local newspaper available letters were sent telling of the sale.

New Gimbel Officers

At the recent meeting of the Board of Directors of Gimbel Bros., Inc., department store operators, Isaac Gimbel, president of the firm, announced that five new vice presidents had been elected. They are: Sheldon R. Coons, sales and publicity director of Gimbel Brothers, New York; Herbert L. Redman, merchandiser, Saks-Fifth Avenue Store; W. G. Timothy, general manager, Saks-Fifth Avenue; M. W. Thompson, general manager, Saks-Herald Square, and Arthur Steinweg, apparel merchandiser, Saks-Herald Square.

John F. Dugan, general manager of Gimbel Brothers, New York, was elected a vice president several years ago.

Mandel Brothers Move N. Y. Office

Charles Emanuel, general manager of the New York buying offices of Mandel Bros., Chicago, announced recently that the firm would move into new headquarters at 108 West 39th Street on July 1.

For the last fifteen years the company has been located at 13 East 22nd Street, and previous to that time the offices were at 400 Broome Street. No change in the personnel of the local staff is contemplated because of the moving.

The decision to move was prompted by the company's desire to get nearer the wholesale district and to secure the necessary additional floor space. Under the new arrangement, Mandel Brothers will have approximately 7000 square feet of floor space, or an increase of 2500 square feet over the old quarters.

$1.25 Macy Dividend

Directors of R. H. Macy & Co., Inc., have authorized the payment of dividend No. 2, of $1.25 per share on the common stock of the corporation, payable August 15, 1927 to stockholders of record at the close of business on July 29, 1927.

Chain Systems Continue Gain in May Sales

Volume for First Five Months Is Ahead of Same Period of 1926—Grand Increase Passes 20 P. C. Mark

Sales of a number of leading chain systems for May show an increase over the same month of 1926, but a decline, as compared with April business of this year. However, sales for the first five months of the year 1927 are ahead of the corresponding period last year.

Some chain companies showed their best month in April of this year, while in 1926 May was the highest of the first five months.

Sales of the F. & W. Grand 5-10-25-Cent Stores, Inc., for May totaled $935,814, against $803,434 in May, 1926, an increase of $132,380, or 16.4 per cent, which compares with sales of $1,188,765 in April, 1927. For the first five months of 1927 sales totaled $4,372,662, against $3,630,856 in the same period of 1926, an increase of 20.4 per cent.

The S. S. Kresge Company sales amounted to $9,601,621 in May, against $8,992,804 in May, 1926, an increase of 6.7 per cent, and against sales of $10,787,540 in April, 1927. The company reports 392 stores in operation at the end of May, 1927. Sales for the first five months of the year were $45,836,938, against $41,002,943 in the same period last year, an increase of 11.8 per cent.

The J. C. Penney Company, Inc., reported sales of $11,425,234 in May, against $9,798,186 in May, 1926, an increase of $1,627,048, or 16.6 per cent and comparing with sales of $13,508,425 in April, 1927. For the first five months sales were $48,341,379, against $36,982,202 a year ago, an increase of $11,359,177 or 30.7 per cent.

Sales of the McCrory Stores in May were $2,851,676, as against $2,491,866 in the same month of 1926, a jump of $359,810, or 14.4 per cent. For the first five months sales were $14,082,103, against $11,820,474 a year ago, an increase of $2,261,629, or 19.1 per cent.

W. T. Grant Company reports May sales of $3,160,255, against $2,867,250 in May, 1926, an increase of $293,005, or 10.2 per cent and comparing with sales of $3,363,678 in April, 1927. Sales for the first five months of 1927 were $13,766,964, against $11,755,841 last year, an increase of $2,011,123, or 17.1 per cent.

May sales of the McLellan Stores Company for May amounted to $756,073, against $628,331 in May, 1926, an increase of 20.3 per cent, as against $909,102 in April, 1927. For the first five months of 1927 sales were $3,478,783, against $2,601,532 in the same period of 1926 an increase of 33.7 per cent.

National Bellas Hess May sales were $3,302,512 against $3,831,360 joint sales of National Cloak and Suit and Bellas Hess in May, 1926, a decrease of $528,848, or 13.7 per cent. For the first five months, joint and combined sales were $19,385,644, against $20,996,012 in the same period of 1926, a decline of $1,610,368, or 7.6 per cent.

J. J. Newberry Company May sales were $1,135,623, e highest for any month this year, as compared with 77,273 in May, 1926, an increase of $358,350, or 46.1 r cent. This compares also with sales of $1,086,719 in ril, 1927. Sales for the first five months of 1927 to- ed $4,216,040, against $2,744,254 in 1926, an increase $1,471,786, or 53.6 per cent.

Hochschild to Retire at 72; Is Still Active

Fifty-seven years ago a native of Darmstadt, Germany, ded in Baltimore and secured his first position with ses Bamberger, 202 North Howard Street.

On the site where he was first employed now stands one the finest department stores in Baltimore headed by ax Hochschild, president of Hochschild, Kohn & Co.

At the age of 72 years and after an extremely active eer of fifty-seven years, Max Hochschild intends to ire as active head of this great business. This does not an that he will sever all ties with the institution he has ped to rear, for he intends to keep an office in the re.

Starting with a small store on Gay Street with a coun- and one row of shelves, Max Hochschild installed the fi t passenger elevator in the city of Baltimore. In 1897 h formed a partnership with Benno Kohn and Louis B. hn and purchased the building at 200 and 202 Howard eet, where he had been first employed after leaving rmany. In 1919 the business was incorporated. He ame president; Louis B. Kohn, treasurer, and Benno hn, secretary.

Mr. Hochschild expects to spend the summer touring rope.

Success in business depends entirely upon satisfying th people," Mr. Hochschild said reminiscently. "This nciple was true fifty-seven years ago and it will continue to be an essential basis of success for many years to ome."

Appel Gets Degree

oseph H. Appel, director of publicity for the John anamaker stores was recently honored by his alma ter, Franklin and Marshall College, Lancaster, Pa., wh the degree of doctor of laws, in recognition of his co ributions to the fields of business and letters.

Mr. Appel has been associated with the John Wana- ker stores for the last twenty-seven years, twenty-five of which have been in the role of publicity director. After le ing college he took up law. Later he turned to jour- nalism and was with the old Philadelphia *Times*. Soon afterward he went with John Wanamaker's Philadelphia store, where he remained until 1912, when he came to New York as director of publicity and general assistant to John Wanamaker.

He had earned a nationwide reputation as an advertis- ing executive as well as the author of books and papers such as "The Making of a Man", "Living the Creative Life," "A World Cruise Log," and "John Wanamaker, a Story."

Filenes to Attend Sweden Sessions

Boston Merchants Delegates to International Chamber of Commerce—Meet June 27-July 2

A. Lincoln Filent and Edward A. Filene will be among the American delegation to the meeting of the International Chamber of Commerce which will take place in Stockholm, Sweden, June 27 to July 2.

The American delegation will be made up of more than 150 leading business executives, representing different lines of industry, finance and commerce. The delegates have been named by such organizations as the Chamber of Commerce of the United States, American Bankers Association, New York State Chamber of Commerce, National Fertilizer Association, Illinois Chamber of Commerce and Illinois Manufacturers Association, Boston Chamber of Commerce, Los Angeles Chamber of Commerce, Merchants Association of New York, Philadelphia Chamber of Commerce, Associated General Contractors of America, Pennsylvania State Chamber of Commerce, American Petroleum Institute, National Association of Manufacturers and many other trade and commercial bodies holding membership in the International Chamber.

According to word received here from the Paris headquarters of the International Chamber, the other forty-three member countries will send especially strong delegations to the Stockholm meeting. Altogether, it is estimated that more than 1000 world business leaders will attend.

The conference will be in session six days, during which time the delegates will endeavor to work out a solution of some of the problems which are retarding the development of international commerce. For the purpose of technical discussion the meeting will be split into four groups—Finance, trade barriers, industry and trade, and transportation and communications. The American participation in each group will be under the general direction of a committee of the American delegation.

Bloomingdale Buys Newark Location

Bloomingdale Bros. has just purchased the property occupied by the Ross Stores on Market Street, Newark, N. J., and will open a branch of its department store business there, according to a recent announcement.

The Bloomingdale interests in acquiring the Newark location, the first one outside of the metropolitan zone, will use it for the sale of pianos, radios, furniture and household furnishings. In addition to their main New York store, which was recently improved with a substantial addition covering the entire block front of Third Avenue to Lexington Avenue and 59th to 60th Streets, they also have a very substantial establishment on Fulton Street, Brooklyn, which location is used exclusively for the sale of pianos. The most recent acquisition, prior to the New York improvement on their main store, was the acquisition of the corner of Lexington Avenue and 59th Street, plot twenty by sixty, covering 1200 square feet, for which property they paid about $375,000. At that time it was a record price, averaging about $315 per square foot.

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By Frederick Litchfield

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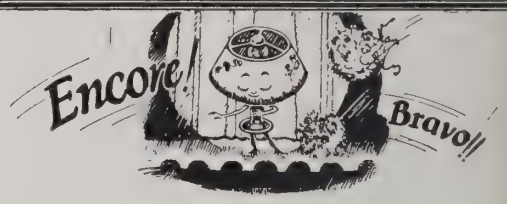
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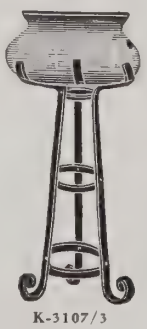
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Retail Trade Takes Turn for Better

WITH a turn for the better in several areas, the crop and retail trade situation has measurably improved, but both crops and trade show great irregularities, with some crops, as for instance, corn, later in some states than for nearly a quarter of a century past, and the winter-wheat prospect is for a crop 90,000,000 bushels, or 14 per cent below a year ago.

Eastern and far-western markets send relatively best reports as to trade, and in crops, the smaller grains, especially wheat, and hay, present the best reports. Industry has tended to quiet, notable in this respect being iron and steel after a close-to-record five months; the automobile industry, which reflects shutdowns for changes in models, and the furniture manufacturing trade. In textiles, cotton-goods manufacturing sends by far the best reports, although rayon is active, and the takings of silk are of record size for the elapsed portion of the year, despite conflicting reports in different centers, partly because of the lower prices for the raw materials and finished goods. The soft coal trade continues to get sufficient supplies to meet current needs from non-union mines, but anthracite coal is moving better. A further decline in permitted for building is noted for May, and the softwood (building) lumber industry reports about the same decline from a year ago as in building permit values, 8 per cent in the case of building and 10 per cent i nthe case of softwood production, shipments and orders, with, however, orders exceeding production for the year to date. Leather trade reports are of strength in prices and of activity in buying.

Rubber prices went off rather rapidly this week, this being partly attributed to reduction by some tire manufacturers meeting cuts in small sizes made by mail-order houses.

Car loadings for the last week of May reveal a heavy decrease, participated in by all classes of loadings, from a year ago, when, it may be recalled, car loadings has begun earlier than usual to rise. For four weeks of May a decrease of 1.2 per cent is shown from a year ago, while for five months a gain of 2.1 per cent is still shown. April railway gross earnings decreased four-tenths of 1 per cent, whereas car loadings increased by 2 per cent as compared with a year ago.

The Detroit labor barometer shows 195,568 employed this week, 9,992 decrease from last week, and 46,933 decrease from a year ago. The large additional decrease here shown is attributed to shutdowns by auto concerns incidental to changes in models.

Merseles Quits as President of Montgomery Ward

Theodore F. Merseles has resigned as president of Montgomery, Ward & Co., mail-order house, effective June 30, according to an announcement made here recently by Silas H. Strawn, chairman of the Board of Directors of the company.

The decision of Mr. Merseles to leave Montgomery, Ward & Co. has created considerable surprise in retail and mail-order circles and it has started a great deal of speculation of how this action would affect the much-talked of merger between Sears, Roebuck & Co. and Montgomery, Ward & Co.

The rumor of a merger between the giant mail-order houses has been vigorously denied at various times by officials of both concerns and was again denied by Mr. Merseles when his resignation became known.

Mr. Merseles will become president of the Johns-Manville Corporation, nationally known manufacturers of roofing materials, and will succeed H. E. Manville, who has been elected chairman of the Board of Directors.

George B. Everett, vice president and general manager of Montgomery, Ward & Co., has been named president to succeed Mr. Merseles, who has been named chairman of a newly organized Executive Committee.

Prior to joining Montgomery, Ward & Co. in 1921, Mr. Merseles was for eight years with the National Cloak and Suit Company.

The remarkable comeback of Montgomery, Ward & Co. during the last seven years is said to be due to executive ability of Mr. Merseles. In 1921 the company had a deficit of $9,887,396 and in 1926 showed net profits of $10,156,299.

Mr. Everitt has figured prominently in the mail-order field for the last fifteen years. He has been vice president in charge of operations for the last seven years and sometime ago was given the additional duties of general manager.

A Gentleman

The true gentleman is the man whose conduct proceeds from goodwill and an acute sense of propriety, and whose self-control is equal to all emergencies; who does not make the poor man conscious of his poverty, the obscure man of his obscurity or any man of his inferiority or deformity; who is himself humbled if necessity compels him to humble another; who does not flatter wealth, cringe before power or boast of his own possessions or achievements; who speaks with frankness, but always with sincerity and sympathy and whose deed follows his word; who thinks of the rights and feelings of others rather than his own; who appears well in any company and who is at home when he seems to be abroad—a man with whom honor is sacred.—*Selected.*

An Irishman and his wife were at the theater for the first time. The wife noticed the word "Asbestos" printed on the curtain.

"Faith, Pat, and what does Asbestos on the curtain mean?"

"Be still, Mag, don't show your ignorance. That is Latin for welcome."

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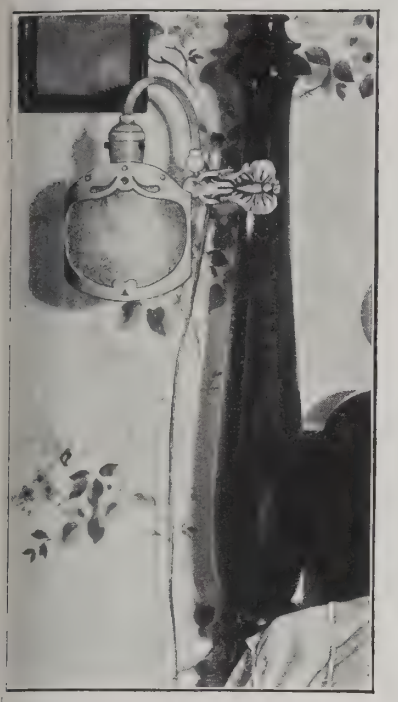
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Dealers Can Increase Sales with the New Type of Portable Lamp



When we speak of portable lamps we generally think of standard floor lamps, bridge lamps, table lamps and boudoir lamps—all of which are offered in a profusion of styles.

But there is a new type of portable coming rapidly into popular use, a type which can still be sold widely in homes after other types have reached the point of saturation. This is the portable or attachable *fixture*.

In its common form the attachable fixture is a small stand lamp in which is incorporated a means for fastening to furniture. Units of this type have served, and still serve, a very wide field of usefulness. But they have one inherent quality which prevents their completely filling the tremendous latent demand for attachable fixtures, which is that they are essentially double-purpose units, in the design of which one purpose or the other is bound to suffer. In other words, if they are really well-proportioned stand lamps, they cannot be equally well-proportioned fixtures. When used as fixtures they must inevitably appear to be what they are—stand lamps hung on the furniture.

This point is emphasized, not in criticism of the several excellent lights of this type now on the market, but simply to make clear the fact that a field exists for still another type of portable—not a portable stand lamp which may be used as a fixture, but a portable fixture which is "nothing else but."

Several such portable or attachable fixtures are now on the market. Their essential feature, common to all units of this type, is the clamping device which permits it to be fastened to dressers, beds, mirrors, chair backs, desks, et cetera. This clamp must, of course, be carefully and adequately padded to prevent its marring the furniture; it must have a considerable range of grip to accommodate itself to anything from the stocky upright of an antique four-poster bed to the delicate gilded frame of a Venetian console mirror. It must be a simple, positive and easily manipulated clamp, so that the unit is actually a portable and not something which fastens permanently.

Another essential feature of such units is adjustability. They are used, generally, as reading lamps or on dressing tables where a certain amount of flexibility of adjustment is desirable if not actually necessary. The bracket arm is therefore connected by a universal ball-and-socket joint which permits both lamp and shade to be turned or twisted to practically any angle.

The shades and shields available for use on adjustable portable fixtures are no different from those used on permanent fixtures. If the shade is sufficiently light in weight, it is held in position by a simple fibre ring holder. For heavier shades the standard 2¼ inch holders are used, screwed on to the threading of the lamp socket.

Fixtures of this type have a wide field of usefulness and quickly attain a considerable volume of sales as soon as the public becomes familiar with them. They are, in the first place, "socket devices," which is to say, they connect exactly as any other portable lamp connects, at any baseboard outlet or lamp socket, and hence require no wiring or installation expense.

This feature appeals to renters who frequently desire to modernize their home lighting, yet who hesitate to incur the expense of installing permanent fixtures in rented premises. It also appeals strongly to those in whose homes the original wiring has been installed upon too economical a basis. It is not generally realized that in most low-cost, house-wiring jobs, practically all of the electric circuits are run between the inside walls—almost never in the outside walls. As a result, side light brackets located in rooms above the ground floor will be found generally on the walls away from the windows and if it is desired to place a dressing table where there is good daylight from the windows one is compelled to forego the advantage of convenient artificial light at night. With a pair of portable fixtures attached to either side of the dressing table mirror frame, this perplexity is solved by simply stretching the lamp cords to the nearest socket or convenience outlet and connecting them to a twin plug.

The new type of portable bracket light is a piece of merchandise which will well repay the lamp department manager for the small amount of display space and demonstration necessary to place it in the class with other accepted types of portables. It may be perfectly true that there is little or no "demand" for such units at present, but this is because the general public does not know that such units are available. Yet there is a very great need and desire for such portable fixtures, nevertheless, and this desire will rapidly develop into a brisk demand when the unit is introduced, shown and explained.

"Should evening dresses ever be worn to bridge parties?"

"No. In playing cards it is only necessary to show your hand."

An old colored man was arraigned before a justice on a charge of assault. During the proceedings the judge asked him if he wanted a lawyer appointed to defend him. "No, no, judge," he replied, "I don't wan' no lawyer, but I sutinly would like a couple of good witnesses, if you got 'em."—*Selected.*

Buying Power of Per Capita Money Less Than 1900

1926 Valuation in Merchandise Only Four-Fifths, Declares Kawneer Treasurer — Addresses National Credit Men's Ass'n

IN spite of the enormous increase in the wealth of the United States in the last quarter century, the per-capita money circulation today has only four-fifths of the buying power it had in 1900.

This statement was made by Henry H. Heimann, treasurer of the Kawneer Co., Niles, Mich., in an address delivered at Louisville, Ky., recently before the convention of the National Association of Credit Men.

Mr. Heimann said that, although the per-capita circulation of money in 1900 was $26.93 and on July 1, 1926, had increased to $41.85, by taking into consideration the greater purchasing power of the dollar in 1900 and its diminished value last year, and reducing its buying power to a 1913 average, it is found that the 1900 per-capita circulation, in terms of purchasing power, was $33.66 and that in 1926 it was $27.90, or $5.76 less.

He explained the decrease by saying that the general use of credit in place of cash transactions has made it unnecessary to keep in circulation sums of money commensurate with the increased national and per-capita wealth.

Still keeping in mind the 1913 buying power average, Mr. Heimann said: "While the Nation's wealth and industrial and agricultural production have more than doubled since 1900, and while bank deposits in this period have increased over threefold, the money in circulation to serve this expansion has decreased 20 per cent in power."

Speaking of the part played by credit in American commerce, he said:

"Our credit system has stabilized business. It has assembled our enlightened industrial credit profession, whose work has practically sounded the death-kneel of violent panics.

"It has prevented the inflation of inventories and unnatural business expansion. It has developed for the first time in the history of the Nation a working credit organization, in the form of the Federal Reserve System.

"For more than a century before the establishment of a sound credit technique, American commerce had been struggling under the handicap of inadequate credit facilities. Each disastrous collapse of business disclosed unintelligent administration of credits as the primary cause, and drove home to American business men the realization that sane and scientific regulation of credit was a vital need.

"During our early business life many disasters were brought about by unhealthy expansion and inflation. Business expanded more rapidly than wealth increased; and the abuses of credit caused a succession of panics in which much that had been gained was lost.

"Faced by the collapse of business enterprises and resulting periods of depression, the astute American business man sought to remedy the constantly recurring mischief; and in order to do so effectively he established the sound and scientific regulation of credit.

"Reactions will take place, the tides of business will ebb and flow as long as business men scramble for the prizes of trade, but the headlong panics of history will not be possible while our commercial structure rests on its present solid credit foundation."

Sears, Roebuck Gains; Ward Volume Off

Sears, Roebuck & Co., Chicago, reported sales during May of $19,994,000, an increase of $654,772. For the five months' period ended May 31 the sales aggregated $110,385,916, an increase of $2,033,988.

May sales of Montgomery Ward & Co. were $13,747,540, a decrease of $637,318. For the first five months of 1927 the sales were $75,538,681, a decrease of $3,066,476.

Piggly Wiggly Western States Company for April, 1927, had net earnings before taxes, of $30,600, compared with $15,095 in April, 1926. For the first four months of this year net profits were $114,083, compared with $63,336.

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Why Goods Come Back

By Alan F. King

Research Bureau for Retail Training, University of Pittsburgh

IN Pittsburgh, in 1925, the retail selling value of all merchandise returned to the stores of the Retail Merchants Association totaled over $16,000,000. This was 12½ per cent. of the gross volume.

Everybody has the feeling that returns are increasing and states that this percentage is going higher but there are no tabulated data to substantiate the statements. All of this means, however, increased cost of carrying on business. More salespeople have to be on hand to take care of the increased number of transactions. Larger clerical forces are needed in various departments. More work has to be done by the delivery department to handle wagon calls. A great deal of merchandise belonging to the store is always out of the store and so more stock has to be carried. That which is out depreciates in value and usually has to be marked down when it is returned. It is not fair to customers who know what they want and do careful buying for such quantities to be out of the store and unavailable for selection.

Some returns in some departments are a good thing for the stode and are unavoidable if the store is to fill its place in the community. But a great proportion of the returns seem wholly unnecessary and a needless imposition on the stores, and thus the cost of operation is somewhat higher than it would naturally be if every one made purchases carefully and conscientiously, and if the stores did the selling and gave the service they should.

What are the causes? We are trying to find out, and we already have some information. If the underlying causes at the bottom of all this great amount of returning can be determined, then an attempt can be made toward correcting them without guessing and wasteful effort.

When the Research Bureau for Retail Training was asked to study the problem various means of getting at the causes were considered. The idea of using the reasons given at service desks and on wagon call slips was abandoned because of the unreliability of the information. It has been found that such reasons are far from being the real reasons. Far too many customers give whatever alibi they think will be convenient. Finally it was decided to have special interviewers in each of the Pittsburgh stores. These people were furnished by the stores and trained and supervised by the bureau. Each interviewer was provided with a desk and chairs and so located that a reasonable private interview could be had. Methods of handling the customers were carefully worked out so as to avoid embarrassing and antagonizing them.

Thus it was hoped that by actually talking to the customer and tactfully questioning her about the transaction an experienced person who knew what was desired in the study could get at the actual facts and the true reason for the return.

Stores Responsible for 46 Per Cent.

We obtained some very interesting and worth while information. Whether or not the store was responsible for the return was determined in each case, and for this particular group of data it was found that the stores were responsible for 46 per cent. of the cases. Assuming our data to be a representative sample, and we believe it is, it indicates that the stores themselves have a good deal to do with causing returns, and that the public is not entirely to blame.

In the first place, a verly large part of this 46 per cent. is caused by stores permitting merchandise to go out on approval and also being more or less carelessly purchased for other people. It is recognized that some approval business is necessary and that purchasing for other members of the family results in much good business and is often unavoidable, yet these policies, or lack of policy, on the part of the stores, are prolific causes for returns and warrant careful study in every store. This seems especially true because most of the returns appeared to be needless purchases in the first place and were often brought in by the person for whom intended. This shows that the customer could do her own shopping. Regardless of the number of purchases of this kind that do stay sold, such purchases are highly potential returns and do constitute a large part of the merchandise that is brought back.

Secondly, there are returns brought back because of defective material or workmanship. These causes amount to 7 per cent. of the total, and so do not present such a serious porblem as has been supposed.

More important are the causes classed under poor service, such as lack of knowledge and poor judgment in selling, overinsistence in selling, plain carelessness, slow delivery, etc. These amount to 9 per cent. of the total.

The previous discussion has dealt with the returns that were the stores' fault. When it comes to determining the causes for the returns wherein the customer is resopnsible it is a difficult matter and we feel that we are not at the bottom of it yet. From what we do know it is plain, however, that most of the returns are caused by careless, indifferent buying on the part of the customer. This This habit is induced by the fact that she knows the merchandise can be readily returned if she decides she does not like it. This simple change of mind because of any of a number of reasons is a tremendously important cause for returns. Another that seems to be equally important is the influence on the customer by the family, ridicule, criticism, objections to price, etc. These two groups of causes are greatly intermingled and account for probably

(Continued on page 31)

New York Imports

June 15th

S. S. Hamburg, from Hamburg, Germany

Eitinger Bead Co., 1 case glassware
Wolff, H., & Co., 1 case glassware
Stern Bros., 3 cases hollowglass
Guaranty Trust Co., 5 cases glassware
Kanto & Montague, 4 cases glassware
Lorsch, A., & Co., 13 cases glassware
Sullivan, W. C., & Co., 3 cases glassware
Vandegrift, F. B., & Co., 43 cases glassware
Titan Shipping Co., 18 cases glassware
American Exchange Irving Trust Co., 1 case glassware
Schroder, H., Banking Corp., 34 cases glassware
Draeger Shipping Co., 35 cases porcelainware, 1 case plates
Eleto Co., 5 cases earthenware
Nassau Nat. Bank, 16 cases hollowglass
Gugenheim, M., 1 case glassware
Goldberg, M., 5 cases glassware
Ditchik Bros., 3 cases glassware
N. Y. Mdse. Co., 2 cases glassware
Taub, Hummel & Schnall, 13 cases glassware
Page, Hadden Co., 15 cases earthenware
Overton & Co., 1 case glassware
Koscherak Bros., 24 cases crockery, glassware, etc.
Cohn & Rosenberger, 5 cases glassware
Abel Harras, W., Mfg. Co., 6 cases hollowware
Mohawk Novelty Co. 3 cases crockery
Judson Freight Fwdg. Co., 1 case hollowglass
Straub, P. A., & Co., 25 cases earthenware
Elite Import Co., 31 cases glassware
Fenton, A. W., Co., 23 cases glassware, etc.
Koscherak Bros., 4 cases crockery
Metrop. Pottery Co., 31 cases crockery, 1 case hollowglass
American Exchange Irving Trust Co., 60 cases earthenware
Stern, T. L., & Co., 5 cases glassware
Pomerance, S. H., & Co., 2 cases glassware
Capital Nat. Bank, 1 case glassware
Felsenthal, B., & Co., 4 cases glassware
Miltenberg, A., & Co., 5 cases glassware
Lisner, D., & Co., 9 cases glassware
American Shpg. Co., 2 cases earthenware
Weiss & Biheller, 20 cases glassware
Khouri, A. N., & Bro., 1 case earthenware, 2 cases hollowglass
Downing, T. D., & Co., 3 cases chinaware, etc.
Markwalter, F. J., 1 case glassware
Meagher Devoy Shpg. Co., 5 cases glassware
Irvington Electric Shop, 1 case earthenware, 1 case hollowglass
Kuy Scheerer Corp. of America, 22 cases hollowglass, etc.
Eimer & Amend, 1 case glassware
Levy, D. Z., 29 cases glassware
Eastern Art Shop, 12 cases glassware
Friedlander Co., 41 cases glassware
Petry, P. H., & Co., 1 case glassware
Gallagher & Ascher, 2 barrels chinaware
Irwin, J. D., & Co., 7 cases crockery, etc.
Byrnes, W. J., & Co., 2 cases glassware
Winthrop Chemical Co., 16 cases glassware
Vandegrift, F. B., & Co., 1 case earthenware
Public National Bank, 1 case hollowglass
Benziger Bros., 1 case glassware
Ruhe, F. H., 29 cases glassware, etc.
Helmar Import & Novelty Co., 15 cases crockery, glassware, etc.
Hirsch, G., Sons, 65 cases glassware, etc.
Schorsch, J., 2 cases glassware
Modern Braid Co., 35 cases glassware, crockery, etc.
Manufacturers Trust Co., 1 case crockery, 3 cases crockery, 1 case glassware
Order, 3 cases earthenware, 5 cases earthenware, 49 cases tiles
Order, 18 cases glassware, etc.
R & G Import Co., 3 cases glassware
McEwen-Halliburton Dry Goods Co., 4 cases crockery, etc.
Halliburton-Abbot Co., 5 cases crockery, etc.
Nat. City Bank, 8 cases glassware
Robinson, H. W. & Co., 37 cases glassware, etc.
Blumenthal, B., Co., 33 cases glassware, etc.
Nelson Bead Co., 53 cases glassware, etc.
Salomon, L., & Son, 1 case glass
Decorative Plant Co., 4 cases crockery, 3 cases art flowers
Metrop. Pottery Co., 70 crates crockery
Koscherak Bros., 13 cases hollowglass
Ludwig Baumann, 3 cases crockery
Lidz Bros., 4 cases buttons, 8 cases glassware
Corbett, M. J., & Co., 7 cases glassware
Robinson, H. W., 12 cases glassware
Stern, Stiner & Co., 16 cases crockery, glassware, etc.
Sullivan, W. B., 33 cases crockery, glassware, etc.
Schenkers, Inc., 86 cases crockery, glassware, etc.
Greenberg, L., & Son, 9 cases hollowglass, etc.
Portenoy Co., 13 cases glassware, etc.
Hearn, J. A., & Son, 4 cases crockery, etc.
Batlin, L., 14 cases glassware
Berk Bros., 22 cases glassware, etc.
Young, D. F., 4 cases glassware, 4 cases earthenware
Vandegrift, F. B., & Co., 14 cases alabasterware, etc.
Sheldon, G. W., & Co., 18 cases majolica
Gallagher & Ascher, 32 cases crockery, hollowglass, etc.
Miltenberg, A., & Co., 5 cases glassware
Dritz, Traum & Co., 2 cases glassware
Atlantic Forwarding Co., 17 cases hollowglass, etc.
Levy Bros., 3 cases crockery
Downing, R. F., & Co., 21 cases hollowglass, etc.
Colonial Bead Co., 3 cases glassware
Hansowitz & Singer Co., 1 case glassware
Turk, C. E., 1 case glassware
Weissman Importing Co., 3 cases glassware
Noe, W. R., & Sons, 1 case earthenware, 3 cases glassware
National Silver Co., 4 cases glassware
Chatham & Phenix Nat. Bank & Trust Co., 28 crates earthenware
Kaufmann, K., & Co., 1 case glassware
Atlantic Fwdg. Co., 3 cases glassware
Goldsmith, E. J., 2 cases glassware
Hansowitz Singer Co., 1 case glassware
Miltenberg, A., Co., 5 cases glassware
Dritz, Traum & Co., 2 cases glassware
Blumenthal, B., & Co., 4 cases glassware
State Bank, 5 cases glassware
Schaffer, M., Co., 19 cases glassware

S. S. Minnetonka, from London, England

Globe Shipping Co., 3 packages glassware, etc.
Andrews, D. C., & Co., 3 cases earthenware

June 17th

S. S. Cabo Espartel, from Leghorn, Italy

Gilbert, S., 10 packages crockery
Wanamaker, J., Inc., 5 cases earthenware
Granata, G., & Co., 6 cases earthenware
Bibi, F., & Co., 55 packages earthenware, etc.
Plummer, W. H., & Co. 6 packages earthenware, etc.
Khouri, A. N., & Bro., 32 barrels earthenware
Order, 14 cases earthenware

S. S. Celtic, from Liverpool, England

Carson, Pirie, Scott Co., 13 casks porcelain
Kraemer, F. L., & Co., 1 crate earthenware, 1 cask chinaware
Macy, R. H., & Co., 14 cases earthenware
Semon Bache & Co., 18 cases glass
Sellars, C. W., 12 casks earthenware, 2 casks chinaware
Bernard, J. E., & Co., 2 crates earthenware
Gerlach, F. C., 10 hogsheads earthenware, 14 casks earthenware
Kupper, H. C., Inc., 14 cases earthenware
Alpers & Mott, 1 cask chinaware
Thurnauer, G. M., & Co, 2 cases hollowware
Edmiston, H. C., 7 packages crockery
Plummer, W. H., & Co., 12 cases earthenware and glassware
State Forwarding & Shipping Co., 17 cases rough glass tubes
Leyland, P. N., Inc., 139 crates earthenware
Boote, E., 4 casks china, 11 packages earthenware
Panama Pacific Line, 73 crates earthenware, etc.
Gunthel & Cruveilher, 1 cask china
Downing, T. D., & Co., 3 crates earthenware
Hampton, J. W., Jr., & Co., 1 crate earthenware
Straus, N., & Sons, 2 cases earthenware
Bassett, G. F., & Co., 15 cases earthenware
Schlegel, G., 95 cases earthenware pots
Fondeville, A. J., & Co., 1 crate earthenware

S. S. Frederick VIII, from Copenhagen, Denmark

Royal Copenhagen Pocalain, 18 cases porcelain and fayence

S. S. Arabic, from Antwerp, Belgium

Panama Pacific Line, 62 cases crockery
American Hawaiian S. S. Co., 22 casks glassware
Continenta Ceramics Corp., 50 cases crockery
Koscherak Bros., 17 cases crockery
Heinrich & Winterling, 9 cases crockery
Field, B. G., Co., 6 cases crockery
Kuyper, P. C., & Co., 2 cases crockery
Mitchell, Bissell & Co., 38 cases crockery.
Herbert & Neuwirth, 1 case glassware, 2 cases pottery, 1 barrel pottery

Globe Shipping Co., 3 cases glassware, 1 case glassware, 1 case earthenware
Sommers, E. L., & Co., 1 case crockery
Robinson, W., 1 cask earthenware
Sheldon, G. W., & Co., 1 case porcelain
Goetz, O., Inc., 76 cases crockery
Macy, R. H., & Co., 67 cases earthenware, glassware, etc.
Phoenix Shipping Co., 14 cases glassware
Altman, B., & Co., 1 case earthenware
Robinson, H. W., & Co., 1 case pottery
State Bank, 1 case crockery
Tharand, J., Inc., 10 cases crockery
Andrews, D. C., & Co., 3 cases earthenware, 1 cask earthenware

June 17th

S. S. Wytheville, from Rotterdam, Holland
L. D. Bloch & Co., 199 cases earthenware and glassware
B. Illfelder & Co., 43 cases toys, crockery, etc.
L. Wolf & Co., 37 cases china and earthenware
Lazarus & Rosenfeld, 43 cases glassware and earthenware

S. S. Olympic, from Southampton, England
Haviland China Co., 52 casks porcelain
Vogt & Dose, 8 casks porcelain
Guerin, Pouyat Elite, 21 casks porcelain
Wanamaker, J., 1 case porcelain, 2 cases glassware
Downing, T. D., & Co., 20 cases glassware, etc.
Acme Fast Freight Service, 1 case glassware
Beernard, J. E., & Co., 2 cases chinaware
Jay Thorpe, Inc., 1 case glassware, 1 case merchandise
French American Glass Co., 1 cask glassware
Saks Fifth Avenue, 5 cases glassware, etc.

S. S. Taiho Maru, from Leghorn, Italy
N. Straus & Sons, 26 cases earthenware

June 18th

S. S. President Harding, from Bremen, Germany
Blumenthal & Co., 4 cases glassware
Bailey, Green & Elger, 3 cases glassware
Elliott, Greene & Co., 10 cases glassware
Sussfeld, Lorsch & Schimmel, 2 cases glassware
Butler Bros., 1 case crockery
Huber, K., 47 cases crockery
Heemsoth, Basse & Co., 4 cases glass stones
Stern, Stiner & Co., 2 cases glassware
Bloom, C., Inc., 3 cases glassware
Pomerance & Co., 5 cases glassware
Namm & Singer, 9 cases glassware

S. S. Reliance, from Hamburg, Germany
Pomerance, S. H., & Co., 16 cases crockery, glassware, etc.
Atlantic Forwarding Co., 1 case glassware, 1 barrel raw clay
Schenkers, Inc., 14 cases crockery, etc.
Weissmann Import Co., 2 cases crockery
Halliburton, Abbot, Co., 1 case glassware, 1 case crockery
Atlantic Forwarding Co., 2 cases hollow glass
Eleto Co., 1 case toys, 3 cases earthenware
Bailey, Green & Elger, 6 cases glassware, etc.
Hirsch, G., & Sons, 7 cases glassware, 2 cases leonic goods
Colonial Bead Co., 1 case glassware
Order, 10 cases tiles, 1 case porcelain
Globe Shipping Co., 161 cases hollow glass, etc.
Eimer & Amend, 18 cases hollow glass, etc.
Bloom, C., Inc., 1 case earthenware
Altman, B., & Co., 6 cases earthenware, etc.
Weiss Forwarding Co., 1 case crockery, 1 case glassware
Globe Shipping Co., 2 cases glassware
Khouri, A. N., & Bro., 1 case chinaware
Stern Bros., 4 cases hollow glass
Stern, Stiner Co., 1 case crockery
Taub, Hummel & Schnall, 6 cases glassware
Helmar Import & Novelty Co., 3 cases crockery
Janson Co., 44 cases crockery
Marshall Field & Co., 1 case glassware
Schmuckler, J. J., 3 cases glassware
Doniger, S., & Co., 5 cases glassware
Metropolitan Pottery Co., 5 crates crockery
Bank of U. S., 3 cases glassware
Koscherak Bros., 1 case crockery
Nathan Strauss & Sons, 2 cases crockery, 8 cases earthenware
Hensel, Bruckmann & Lorbacher, 2 cases clayware
American Shpg. Co., 70 cases earthenware
Phoenix Shpg. Co., 1 case glassware
Schmidecke, C., 10 cases crystal glass
Straub, P. A., & Co., 59 cases hollow glassware

June 20th

S. S. Kifuku Maru, from Hamburg, Germany
Kovars, Inc., 14 cases earthenware
Asche, C. H., 39 cases toys, crockery, etc.
Weiss & Biheller, 467 cases glass shades
Butler Bros., 50 cases crockery and glassware
Herbert & Neuwirth, 21 cases earthenware, etc.
Commonwealth Bank, 60 cases crockery
Gary Eigner Corp., 66 cases crockery
Owen Walsh Manufacturing Co., 9 cases crockery, etc.
Sheldon, G. W., & Co., 9 cases toys, crockery, etc.
Bloch, J. L., & Sons, 117 cases crockery, glassware, etc.
Silverman, C., 4 cases toys, 2 cases crockery
United States Forwarding Co., 2 cases earthenware

S. S. Aquitania, from Southampton, England
Stern Bros., 5 cases china
Portenoy Co., 1 case fancy glassware
Hudson Fwdg. & Shpg. Co., 2 cases earthenware and glass
Richard Shipping Corp., 1 cask earthenware
Wanamaker, J., Inc., 6 cases earthenware
American Express Co., 7 cases earthenware
Downing, R. F., & Co., 2 packages earthenware
Fr. Am. Glass Co., 48 packages glassware

S. S. Nieuw Amsterdam, from Rotterdam, Holland
Borgfeldt, G., & Co., 25 cases crockery
Bernard, J. E., & Co., 9 cases glassware
Singer Bros., 53 cases glassware
Noe, W. R., & Sons, 106 cases lamp shades, 23 cases crockery
Lunham & Reeve, 8 cases crockery
Basket Imp. Co., 54 cases crockery

June 21st

S. S. Roma, from Genoa, Italy
Gen'l Shipping & Trading Co., 1 case glassware

S. S. Transylvania, from Glasgow, Scotland
H. C. Kupper, Inc., 11 packages glassware

S. S. Roma, from Florence via Genoa, Italy
Byrnes, W. L., & Co., 24 cases earthenware and glass
Wanamaker, J., Inc., 14 cases earthenware
Hampton, J. W., Jr., & Co., 22 cases earthenware
Abraham & Straus, Inc., 10 cases earthenware and glass
Dayton Co., 7 cases earthenware
American Express Co., 4 cases glassware
Smith, J. D., & Co., 6 cases earthenware
Order, 4 cases earthenware

From Naples, Italy
Gilbert, S., 2 cases earthenware
Globe Shipping Co., 1 case earthenware

S. S. Belgenland, from Antwerp, Belgium
Bloch, L. D., & Co., 1 case earthenware
Lazarus & Rosenfeld, 3 casks majolica
Gunthel, A. B., 63 cases glassware, 5 casks glassware
Gerhard & Hey, 3 cases glassware
Lazarus & Rosenfeld, 2 cases crockery
Goetz, O., Inc., 91 cases crockery
Mitchel, Bissel Co., 18 cases crockery
French American Banking Corp., 11 cases glass

S. S. Suffern, from Havre, France
Franck, M., 1 cask glassware
Rohner, Gehrig & Co., 17 cases glassware
Lord & Taylor, 20 cases glassware, etc.
D'Orsay Perfumery Co., 11 cases glassware
Vantines, 4 cases faience
Semon Bache Co., 1 case glassware
Coty, Inc., 30 cases glassware, 21 cases glassware
Union Trust Co., 1 cask glassware
Hudson Fwdg. & Shpg. Co., 14 cases glassware
Hudson Fwdg. & Shpg. Co., 2 casks pottery
Corning Glass Works, 1 case glassware
Hampton, J. W., Jr., & Co., 2 casks porcelain
Capital Nat. Bank & Trust Co., 1 case glassware

"Do you believe in fate, Pat?"

"Shure, fur whut would we be standin' on without thim?"

The Boy (doubtfully)—"If you knew what I was thinking, your heart would turn to stone."

The Goil (wearily)—"And if you knew what I was thinking, you'd be a little boulder."

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

GLASS DECORATOR WANTS POSITION

EIGHT years' experience as foreman. 30 years of age. Thoroughly experienced in high class enamel and color decoration, deep etching and silver deposit. Also capable of making steel plates for encrustations. Address Box 642, CROCKERY AND GLASS JOURNAL.

WANT TO COME TO THE SOUTHWEST?

A PROSPEROUS, leading Crockery store wants capable man financially able to invest and share management. Address Box 641, CROCKERY AND GLASS JOURNAL.

WANTS GLASS LINE FOR PACIFIC COAST

EASTERN man, now residing in Los Angeles, Calif., desires representation of Table Glassware Factory, also Factory making lime Blown Ware on commission basis. Can furnish A-1 references. Reply to Box No. 638, care CROCKERY AND GLASS JOURNAL.

SOUTHERN TRAVELER WANTS CONNECTION

SOUTHERN traveler with A-1 following, China, Glass and Novelties, desires connection with responsible concern. Best of references. Address Box 640, CROCKERY AND GLASS JOURNAL.

GLASS AND POTTERY LINE WANTED

NEW firm of New York factory representatives, with salesroom on 23rd Street, is open for line of glassware and pottery. Experienced salesmen, well acquainted with the trade, prepared to give unusually live representation. Address Box 643, CROCKERY AND GLASS JOURNAL.

Buyers in New York

JUNE 15, 1927

R. M. Dean, toys, R. H. White Co., Boston, Mass., 432 Fourth Ave.

C. H. Hurlburt, china, glass and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Ave.

H. G. Chamberlain, lamps, S. F. Izzard Co., Elmira, N. Y., 315 Fourth Ave.

M. McCarthy, house furnishings, Lansburgh & Bro., Washington, D. C., 128 West 31st St.

JUNE 16, 1927

Miss M. J. Ott, gifts, Lewis & Son D. G. Co., Denver, Colo., 455 Seventh Ave.

M. Manson, lamps, Pettis D. G. Co., Indianapolis, Ind., 240 Madison Ave.

JUNE 17, 1927

Robert Slick, china, glass and house furnishings, Rothschild Bros., Ithaca, N. Y., Marttinique.

F. H. Butterfoss, china and toys, Cleland & Simpson Co., Scranton, Pa., 105 Madison Ave. (Mdse. Reporting Co.).

JUNE 20, 1927

Miss M. E. Ward, china, cut glass and lamps, Daniels & Fisher Stores, Denver, Colo., 29 West 39th St.

JUNE 21, 1927

M. G. DeHaan, lamps, Bullock's, Los Angeles, Calif., 1440 Broadway.

M. Kidd, china and glassware, England Bros., Pittsfield, Mass., 128 West 31st St.

W. H. Theophile, house furnishings, Scruggs, Vandevoort & Barney, St. Louis, Mo., 171 Madison Ave.

J. E. Fronani, china and glassware, Woodward & Lathrop, Washington, D. C., 370 Seventh Ave.

PETER POTTER



Peter Potter Says: Et seem thet glassware ez gettin' bettern and prettier all th' time. Next thing we know et'll even be unbreakable. Which reminds me of th' feller who ripped the seams out of his sport coat and was told that it only went to prove how tight the buttons wuz sewed on.

No Rocking Horses at S. D. Convention

"The merchant who continuously stays at home, who never gets away from business to mingle with other merchants, who is denied the opportunity to exchange ideas with the man who is fighting the same battle, might be likened to a rocking horse—lots of action but no progress."

The philosophy embodied in the above message of Harry L. Kyes, of Huron, S. D., secretary-treasurer of the Retail Merchants Association of South Dakota, evidently "took" with the members of the association, for tonight Huron was filling up with merchants from all over the State to attend the thirtieth annual convention of the association, which is being held Tuesday, Wednesday and Thursday of this week.

The philosophical bombardment was fired through the mails at the zero hour, the psychological moment when many members, having three-fourths made up their minds all along to attend the convention, suddenly are overcome with lassitude and wonder whether it is all worth while.

This year it was decided to give the first day of the convention over entirely to visiting around, getting acquainted and smoothing out the arrangements, so that those who had to come from greater distances, and might arrive late, would be present for the start of the real work of the convention on the second day.

Phillips and his wife had always been reputed to be the happies of married couples, so when Mrs. Jones heard that her friend was suing for divorce she was astonished.

"You say his chief fault is his absent-mindedness?" she asked Mrs. Phillips.

"You should try and endure that, dear."

"I did as long as possible," replied the latter. "But when he shook down the player piano and threw a music roll into the furnace, that was going too far."

American Industry Bridging Gap

(Continued from page 9)

roduction on which our present industrial success rests.

"The relations of management with those who guide achinery and production is of greater importance than ie equipment itself and it has been the awakening of the mployer and employee to this which has brought about ie results now mutually enjoyed.

"Mass production today and tomorrow makes it more ifficult," the report continues, "for the officers in indus-y to maintain the man-to-man relations with the work-rs that prevailed in the small industries in the past. They re separated from each other by numerous foremen, sub-oremen, supervisors with various titles and powers—hat appears to the workers as a veritable network of uthority which they do not understand, but which has een occasioned by more complicated modern business ructure.

"Today the mutual interest of management and of em-loyee in the success of their industry is becoming better ecognized. The thoughtless and uninformed believe that ividends are inherently marshalled against wages. They verlook the ability of united and cooperative effort be-ween management and employee to effect practices and conomies which lead directly to better wages and divi-ends.

"Industry has needed and has searched for some meth-d, some way, some means of bringing these gaps in human relationships in modern and expanding business. Various plans and movements have been proposed and instituted towards this end. Employee representation is just one of the devices which has been introduced, with the purpose of overcoming the lack of personal touch, misunderstandings, and the attendant results, between management and men."

A brief review of the growth of the movement, various types of works councils, results in the experience of concerns which have established them and the difficulties encountered are set forth in the pamphlet which may be obtained from the Department of Manufacture, Chamber of Commerce of the United States, which will also supply further information upon the subject on request.

Why Goods Come Back

(Continued from page 27)

90 per cent. of the returns which are the customers' responsibility.

More than half of our cases can be blamed on the customers, but the data were studied carefully to determine what part of these customers' mistakes could be controlled by the stores. From this study it was apparent that about 40 per cent. of the total might be controlled and reduced considerably by improving all phases of training and placing more and more emphasis on showing how to avoid returns. Thus the customer would be helped in her buying.



An unusually attractive window display which attracted many passersby to McCutcheon's

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORPORATION, *149-151 Fifth Ave.*
Importers of Thomas and Krister decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb
Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KARLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters
for the
Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique, Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria.
Telephone Gramercy 5150.

E. TORLOTTING, INC., *35-37 West 23rd. St.*
Representing Cristalleries De St. Louis, Plateelbakkerij "Zuid—Holland", Gebr. Lorenz (Czecho-Slovakia). Gramercy 5299.

UNITED ARTS AND CRAFTS INC., *47 W. 47th Street.*
Modern ceramics in unusual forms, colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns. White China for decorating.

J. H. VENON, Inc., *104 Fifth Ave.*
Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Herbert Glass & Import Corporation, 35-37 West 23rd St., representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

THE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

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THE BRADLEY & HUBBARD MFG. CO., *Fifth Ave. Bldg., Fifth Ave and 23rd. St.*
Electric Lighting Fixtures and Lamps.

VICTOR BRISBOIS, INC., *200 Fifth Ave.*
Room 210. Lamps and Cut Glass.

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THE H. E. RAINAUD CO., *242 Fifth Ave.*
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THE MAIBRUNN CO., Inc., *44-46 East 25th St.*
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F. W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

A. E. HULL POTTERY CO., *200 Fifth Ave.*
Manufacturers and Importers, Earthenware, China and Glassware.

ROSEVILLE POTTERY CO., *18 West 23rd St.*
F. D. Van Arsdale, New York Manager. Art Pottery, Jardinieres, Baby Plates and Sets, Bird Baths, Carden Pottery.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room, 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

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M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

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Quality Dinnerware and Pottery Specialties. Telephones, Chelsea 8265 and 0540.

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Entire 5th Floor

N. W. corner of 17th Street

Telephone Watkins 8467

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Imperial Glass Company
Huntington Tumbler Co.
The Silver City Glass Co.
Lewis County Cut Glass Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

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FLOGEL DECORATING WORKS, *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *200 Fifth Ave., Room 208.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

MANUFACTURERS' AGENTS

HORACE C. GRAY CO., *Fifth Avenue Building.*
Representing Fenton Art Glass Co., *Glassware, cut, colored and plain.* Sterling Glass Co., *Fine Heavy Cut Glass.* Westmoreland Glass Co., *High Grade Table Glassware and Specialties.* Indiana Glass Co., *Pressed Table Glassware and Lamps.* American Bisque Co., glazed flower pots, bulb bowls, etc. Co-Operative Flint Glass Co., *Table and Soda Fountain Glassware, Aquaria, etc.* Telephone, Gramercy 6311.

D. KING IRWIN, *Fifth Avenue Building.*
Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., D. C. Jenkins Glass Co., McDonald Glass Works, Inc. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silverplated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850

McKENNA BROTHERS SALES CORPORATION. *1271 Broadway, corner 32nd Street.*
McKenna Brothers, cut, colored and decorated lines; Utility Glass Works, Stemware; D. B. Lehman, light cuttings. Telephone, Pennsylvania 2165.

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WILLIAM G. MUELLER, *35-37 West 23rd St.*
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PHILLIPS, THISTLE & SMITH, INC., *Onyx Building, 1107 Broadway, at 24th St.*
Seneca Glass Co., lead blown table and lighting glassware. Pope-Gosser China Co., dinnerware. Telephone Watkins 8634.

VAIL AND YOUNG, *200 Fifth Ave.*
Representing
The Coshocton Glass Corp.
The Belmont Tumbler Co.
Sneath Glass Company
Jackson Vitrified China Co.
W. I. Tycer Pottery Company.

HENRY WITTE. 43 West 23rd St.
Representing Maryland Glass Co., Cumberland, Md., and Guerin-Poyat-Elite, Ltd., Dinnerware Lines.

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or anything else connected with the China, Glass, Housefurnishing and Lamp Trades

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New and Striking
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for
This Season

Especially
IVORY
PATTERNS
at
Moderate
Prices



Chantilly Pattern

INCREASED Haviland China advertising in national magazines is helping you by telling millions of housewives throughout the country that the genuine Haviland is "The mark of fine taste in fine china."

This advertising, together with the name and reputation of the genuine Haviland, should bring you profitable business—*if you are supplied with the necessary variety of patterns.* Are you?

We carry in New York, ready for immediate delivery, a great variety of patterns—every type of decoration—the whole price range—in full open stock and in assorted packages. This means that we can immediately supply any items you need to replenish your stock. *Write or call.*

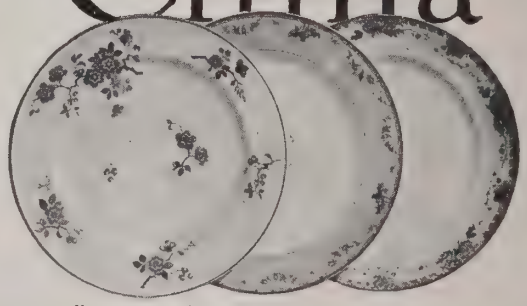
It will cost you sales if you have to say "We haven't these patterns in stock."

"Genuine Haviland China"

DECORATED BY
Haviland & Co
Limoges
on decorated china

Every piece of *genuine* Haviland China—the product of the original Haviland, established by David Haviland in 1837—bears the trade marks shown here.

Haviland
France
on white china



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PUBLISHED WEEKLY SINCE 1874

UNIVERSITY OF ILLINOIS

Also devoted to Housefurnishings Lamps Gift Shop and Art Goods Dolls & Toys

Vol. 104, No. 26

JUNE 30, 1927

IN THIS ISSUE

A. Lincoln Filne Seeks Elimination of Unfair Trade Practices Through Better Understanding Between Producers and Distributors in International Trade

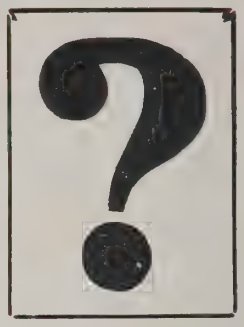
What's New in New York Showrooms—A section devoted to new items in the trade that are attracting the attention of buyers

What the Potteries Are Doing and up-to-the-minute Glass News by M. K. Zimerman, our regular Pittsburgh and East Liverpool correspondent

Timely news of Chicago by J. H. Smythe

A complete list of New York Imports for the week

Will It Interest You



To know the names of the best manufacturers and wholesalers in the lines you are interested?

To know where you can get the goods you want?

To know what the latest news of the trade is?

To know how to increase the efficiency of your department?

To have a permanent New York mailing address?

To receive information about any particular line?

To receive a reminder of coming events and activities?

To be advised about important changes in the trade?

To be listed in advance of your coming to the New York market?

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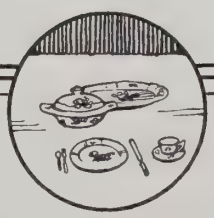
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Vol. 104. No. 26. June 30, 1927.



Gloria Shape

THIS decoration No. 135 G is one of the many attractive patterns that has made our Ivory line so popular.

We invite comparison.



KNOWLES, TAYLOR & KNOWLES
Company
EAST LIVERPOOL., OHIO.

K·T&K·
IVORY

The POPULAR Dozen

Every one of the twelve attractive items pictured is a quick seller . . . helping U. S. G. Co. dealers to build a permanent and profitable business in household glassware

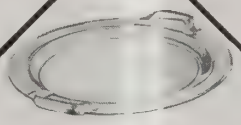
these retail for less than $1



(Patent Applied for)

CIGARETTE JAR No. 9392

Fitted with vertical tray. Crystal, black, sky-blue and apple-green—bright or satined



SANDWICH TRAY No. 336

Wanted by every woman. Rose-pink, apple-green, amber, canary and crystal, bright or satined.



BRIDGE SMOKER SET No. 9280

Makes a big hit. Each tray a different color—red, green, blue and yellow—all fired-in colors.



(Patent Applied for)

REAMER SET No. 6456

Measuring pitcher fitted with detachable seed-catching reamer. Pint or quart size—crystal or apple-green

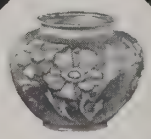


(Patent Applied for)

SMOKERS' TRAY No. 9354

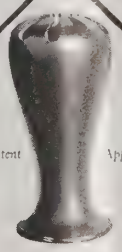
Ash tray, cigarette holder, two snuffers and match holder all in one unit. Apple-green, sky-blue and black—bright or satined.

to retail for $1 to $2



POPPY VASE No. 16256

A vase of rare beauty. Satined—with French Lalique decorations. In rose-pink, apple-green, sky-blue and rich black.



(Patent Applied for)

FLOWER ARRANGER VASE No. 16261

Very popular. Rose-pink, apple-green, sky-blue or black—bright or satined

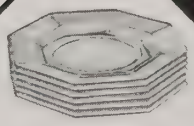


(Patent Applied for)

GRILL PLATE No. 8861

Partitioned

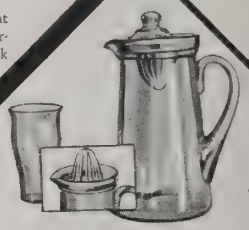
Already in wide use for serving at receptions, bridge parties and afternoon teas. Crystal, amber, rose-pink and apple-green—bright or satined.



OCTAGON SALAD SET No. 337

Four 8-inch salad plates of the very latest design. Rose-pink and apple-green. In individual cartons.

to retail for $2 to $3



(Patent Applied for)

Combination Iced Tea and Reamer Set No. 6450

Two-quart optic jug and cover with invertible reamer and six 12-oz. optic blown tumblers. Rose-pink, apple-green and crystal





DANCING GIRL VANITY SET No. 9313

Puff-box and two colognes. In perfect taste. Rose-pink, apple-green, and sky-blue, satined.



CENTERPIECE SET No. 340

12-inch flower bowl—4 low candle holders. Satined rose-pink or apple-green. The present vogue.

The items pictured on this page are a dozen of our best sellers. A window display of "Bridge Prizes and Gifts of Glass" will materially bolster up your summer sales.

Be sure to ask our salesm about the smart new C TAGON Bridge Set No. 3 and the complete table serv in this same much-wanted sign—rose-pink and apple-gre

World's Largest Makers of Household Glassware

SALES OFFICES IN ALL PRINCIPAL CITIES

United States Glass Company, *Pittsburgh, Pa.*



Decoration Y-31

The Yellowstone Dinner Service

WHILE the demand for sprig treatments in bold designs and striking colors effects has much increased during the past year or two, they have by no means effected the popularity of attractive borders.

When a wide border is applied to the Yellowstone Dinner Service, octagon model, with its background of delicate ivory, the effect is one of peculiar beauty. The pattern illustrated above as Decoration Y-31 is one of a troup of Yellowstone borders quite out of the ordinary in appearance and in sales appeal.

The Homer-Laughlin China Co.

Newell, W. Va. *and* **East Liverpool, O.**

Here's Your Chance to Pick Up Some Remarkable Values in

IMPORTED FANCY CHINA AND EARTHENWARE

We are disposing of this merchandise in preparation for our September Import Lines. Some are also factory close-outs on which we have put unusually low prices:

Fancy Flower Blocks
Hand Painted Pottery Vases
Boudoir Sets
23 Pc. Teasets
Creams, Jugs, Salads
Cereal Sets



Do not fail to see our splendid variety of specially priced 100 Pc. and 52 Pc. Dinnersets.

In stock for immediate delivery

ALL ON DISPLAY ON OUR FOURTH FLOOR

IMPORT CHINA DEPT.





GEO. BORGFELDT & CO.

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ol. 104 June 30, 1927 No. 26

AS THE EDITOR SEES IT

low Many tores Do Ve Need?

The first ray of light upon the complex problem of distribution shed by the Baltimore distribution census reveals an array of economic cts which will be of inestimable value in charting fure business progress. Some of these were pointed out Paul T. Cherington, of New York, at the domestic disibution session of the annual meeting of the Chamber Commerce of the United States, who announced the sults of the census.

The enumeration disclosed that Baltimore has a store r every 70 persons.

"There were twelve trades," Mr. Cherington added, n which the number of Baltimore inhabitants per store as over 25,000. There were two for which the supting population per store was under 1,000—candy and nfectionery, and grocery and delicatessen. For 9 trades e supporting population per store was between 10,000 d 50,000; but 23 trades needed from 1,000 to 10,000 to pport a retailer. Those with supporting population of ss than 4,000 were as follows:

urniture and house furnishings	3,098
ardware	3,051
gars and tobacco	2,864
akeries	2,654
en's ready-to-wear	2,224
rug	2,170
ry goods and notions	1,891
ft drinks and ice cream	1,334
uits and vegetables	1,208
estaurants	1,128
eat, poultry and fish	1,088
ndy and confectionery	816
rocery and delicatessen	249

The Economic Value of Life

America's greatest asset is not in property but in human life, according to the viewpoint of Dr. S. S. Huebner, Professor of Insurance at the University of Pennsylvania. In an address before the insurance session of the Chamber of Commerce of the United States he estimated the life value of the United States at $2,400,000,000,000.

"Property," said Professor Huebner, "by no means constitutes the nation's principal economic value. There is another value—the human life value—which is much greater. It may be defined as the God-given economic forces which are incorporated within our being. It comprises our character and health, our education, training and experience, our industry and power of initiative, our judgment, and our driving force to put across in tangible fashion for the good of mankind the economic images that our mind creates. That value is the cause of all property values. It is the connecting link between the present and the coming generations. Measured on the basis of capitalized earning capacity of this nation's adults, at 5 per cent., this life value amounts to easily $2,400,000,000,000, or to at least six times the aggregate of all of this nation's material wealth.

"Now may we not ask why all the principles, already applied to the organization and management of property, should not also be applied to the organization and management of the monetary worth of our own lives. And when we ask whether this can be done, my answer is an emphatic 'yes.' All that is being done with property can likewise be accomplished with respect to the life value through the medium of life insurance. Life insurance is the institution which, if rightly used, enables us to do for the value of our life all of the things by way of scientific management that we are now accustomed to do in the interest of our property possessions."

CAUGHT IN THE NEWS NET

AMONG the arrivals on the *Berengaria* last Saturday, June 25, were John H. Roth, the well-known china and glassware wholesaler, Peoria, Ill., accompanied by Mrs. Roth. The Roths, with their daughter, Miss Madeleine, sailed from New York early in January via the Panama Canal on a cruise around the world in celebration of their twenty-fifth wedding anniversary and as a graduation gift to their daughter who graduated at Lasell Seminary, Boston, last June. While primarily a pleasure tour, Mr. Roth also attended to business with the china manufacturers in Japan and Europe with whom his firm does business. On their cruise to the Orient, the Roths had rather a tempestuous voyage. On the Pacific their ship ran into a violent storm in the wake of a typhoon and the Captain sailed out of the customary route for two hundred miles, delaying the ship's run for two days. In Japan their ship was thrown from the pier at Kobe by an earthquake in which one of the passengers lost her life and several were injured. In Paris, however, romance took the place of their previous misfortune when their daughter was married to Herbert Bigham White, of Peoria, who journeyed to the French Capitol to meet his fiance. The wedding ceremony was performed in the American Church of Paris on June 15. The young couple immediately after the wedding dinner left by motor for the south of France, where they are spending their honeymoon on the Riviera. They will return to Peoria later, where they will make their home.

Meredith Miller and Frank Warren, of the firm of Maddock & Miller, returned Monday aboard the *Corinthia* from Europe. Messrs. Miller and Warren were gone for two and a half months, during which they visited the company's factories abroad.

E. W. Hammond will leave Friday for Albany, where he will race *Miss Westchester 2nd* in the Albany Yacht Club regatta, Saturday, Sunday and Monday.

C. P. Cox, head of Cox & Co., departed last Saturday for Assembly Point, Lake George, where, according to his usual custom, he will spend July and August at his summer home.

David Fisk, treasurer of the importing house of Lazarus & Rosenfeld, Inc., who for the past six weeks has been in Europe visiting the factories represented in this country by his firm, sails for home today aboard the *George Washington* and is due to dock in New York July 8.

Geo. Nicholson, secretary of the Hocking Glass Sale Corp., made a flying visit to the factory of the Beaumon Co., Morgantown, W. Va., the early part of this week arriving back in town on Wednesday.

"Gabe" Torlotting, the flying glassware importer, hop off the tenth of next month for Troy, O., to pick up a ne Waco ship he has just purchased and which he expect to fly back to Curtiss field, L. I. He will be gone for week or more.

Leon Anthony, buyer for the Howland Dry Goods Co Bridgeport, Conn., and J. B. Wheeler, Jr., housefurnish ings buyer for the Gilchrist Co., Boston, Mass., were i the New York market this week.

J. W. French, of John Davison, Inc., who has been i Europe visiting the factories represented by his firm i this country is scheduled to sail for home July 1 aboard the *Franconia*. Shortly after the arrivel of Mr French, J. A. Davison plans to leave for a month's va cation trip to California on which he will be accompanie by his family.

Bernard Lipman, one of the most promising of th younger generation of china salesmen, was this wee added to the staff of S. W. Slobodkin, New York repre sentative for the W. S. George Pottery Co. and the Can onsburg Pottery Co. Mr. Lipman was formerly con nected with Mr. Slobodkin, later leaving to go with Tay lor, Smith & Taylor for which concern he called on th local trade.

Colonel Will A. Rhodes, southern traveler for B Tomby & Co., returned to the concern's headquarters i New York last week after a three months' tour throug his territory. After spending a few days here he lef for his home at Alliance, Ohio, for a well earned res of two months. Considering that a part of his terri tory was affected by the flood, he had a very good busi ness. Incidentally he had some very interesting experi ences in the flooded area where he was marooned fo some time.

Jaques Bernardaud, head of L. Bernardaud & Co., moges, France, was a passenger aboard the *France* hich arrived in New York last Wednesday. This is Mr. ernardaud's second trip to this country in the space of few months. He is here on a visit to the concern's ew York office.

Wedding bells will toll for one of the trade's popular avelling men on Wednesday, July 6th, when John G. aul, who covers middle west and New England territry for B. Tomby & Co., will take onto himself a wife. he bride to be is Miss Dorothy Wagner of New York. he wedding, which will be quite a large one, will take ace at eight o'clock in the evening at St. Johns Lueran Church, Richmond, Hill, N. Y.

John B. Salterini, who conducts the Crystalart Studios 35 W. 23rd St., left Sunday for Chicago where he will main for a couple of weeks attending the furniture Mart or the Chicago market.

Price Goes with Slobodkin

Following the announcement by S. H. Slobodkin, New ork representative for the W. S. George Pottery Co. nd the Canonsburg Pottery Co., in our issue of June 3, that he had signed a lease for the store floor at 18 est 23rd, where he will remove on July 1, he further nnounces the acquisition of another member of his oranization.

The new addition to the firm is Henry W. Price, one of ne trade's well known and popular glass salesmen, who as been connected with the Herbert Glass & Import orp. for over eight years past. Mr. Slobodkin has ormed a partnership with Mr. Price for the purpose f representing glassware factories in connection with Mr. lobodkin's own representation of the two well known otteries mentioned above.

The first factory announced for representation is the ison Decorating Co., Buffalo, N. Y.

Robert Slimmon to Move Uptown

One of the last firms to desert the old downtown district s the importing concern of Robt. Slimmon & Co., who or almost forty years have been located at 96 Church t. Robert Slimmon, president of the firm, has just nnounced that he has signed a lease for the premises t 61-65 West 23rd St., where the firm will occupy the ixth floor of the building.

Their new quarters, one of the features of which will llow them a much larger stock room for open stock ines than they had in their old home, are now undergoing thorough overhauling. A corps of painters and carpenters are now busy with this work and it depends upon their inishing the place before the concern can move in. For his reason Mr. Slimmon is unable to say the exact date hey will take possession but hopes to be moved within he next week or two.

Phone Algonquin 6052

The telephone exchange of Demarest Publications, Inc., has been changed from Stuyvesant to Algonquin 6052. We trust that the fact that the latter exchange is harder to remember will not hinder our friends and subscribers from phoning.

Ovington's Cut Prices as Store Makes Ready to Locate in New Quarters Across Street

Ovington's this week announced discounts of from 10 per cent. to 33⅓ per cent. less on china and glassware because of their contemplated removal from Fifth Ave. and West 39th St., to Fifth Ave. and East 39th St., as recently announced in metropolitan newspapers. The announcement came as quite a surprise as the firm was so permanently established from all appearances in its present location that a removal was scarcely thought of outside the firm. So great has Ovington Bros.' business been during the last year that even the spacious showrooms were frequently crowded to an extent exceeding all expectations and it was deemed necessary to seek larger quarters. When the firm moved to its present quarters in 1921 the great increase in business could not be foreseen.

The new home will give the firm a floor area of 90,000 square feet an increase of 50,000 square feet for the old location. The lease for the Knabe Building across the street on the southeast corner was signed last May when the Knabe Piano Co. moved out. The move will permit not only a larger exhibition and selling space for the various departments, but will also make for greater coordination of activities, and aside from the operation of a large outside warehouse for stock packages, all the firm's business will be conducted under one roof.

Complete renovation of the new home of Ovington's is now under way, a new façade constructed and many other changes which will make the place one of the most attractive china and glass and giftware establishments in the world. The concern expects to take possession about October first.

OBITUARY

Fred C. Herr

News of the passing of Fred C. Herr, well known southern traveling representative for the importang firm of Paul A. Straub & Co., 105 Fifth Ave., was a shock to his many friends in the trade in New York, when word was received of his death on Monday morning. It will also be received with sorrow particularly throughout his territory in the South, where his friends were legion.

Mr. Herr was born in Philadelphia, January 23, 1879. He traveled South for the old firm of Bawo & Dotter, for twenty-five years and in 1915 associated himself with Paul A. Straub & Co., Mr. Straub being another old Bawo & Dotter man.

(Continued on page 30)



Potteries Will Probably Continue to Operate on Present Schedules

SO far as possible the generalware potteries in this district will continue to operate throughout the summer season on present schedules, and it is considered doubtful at this time whether or not any "vacation" period will be inaugurated. There will be the usual Fourth of July idle period, but as working schedules have been anything but steady during the last six months, employes appear to be quite satisfied to stay on the job as long as possible. Decorating departments will be kept in operation while clay departments are idle during the few days of idleness. The usual run of minor factory repairs will also be made during this season. Manufacturers declared this week that little change if any, is anticipated in the general condition of the dinnerware business until early fall, at which time the usual volume of late season business is anticipated. Just at this time production in the immediate district is much lower than even two months ago. All factories have reasonable stocks of white ware in the bins and this is being worked through the decorating departments while many clay departments are either idle entirely or on a three or four day per week schedule. In no factory in this district is any effort being made to increase output. In fact, there is a tendency to work close to current orders. No excessive whiteware stocks are being carried in any plant, and none will be this year, it is said. Business manufacturers are now receiving it for current requirements, and there is no indication anywhere that distributors are anticipating future requirements in any volume. Orders for matchings are fairly good, but so far as real volume is concerned, it is not being booked by any producer.

Ross Stores Inc., Formed

Chicago representatives of East Liverpool potteries have informed home offices of the formation there of Ross Stores Inc., of Illinois, with a nominal capital stock of $100,000. Of this amount $50,000 has been paid in. Samuel D. Block, formerly with the Chicago Mail Order Co., has been named as the head of the merchandising division for the new interest, temporary headquarters for which have been established at 1 East Jackson Boulevard. A new chain of retail stores is to be established by this company, and the American Acceptance Corp. is extending financial backing to the new company. The new chain stores will retail merchandise ranging in price from five cents to $1—and a general line of merchandise, in cluding glassware and dinnerware will be featured by th company.

Whitehead Pottery Co., Formed

With a capital stock of $100,000 the Whitehead Po tery Co., has been formed by Joseph Lanigan, of Trento N. J. The new company will enter the production c dinnerware, according to information that has just bee received in this district. The company will operate a pla located on Foskett St., Trenton.

Pottery and Kilns for Sale

A pottery site and kilns is being offered for sale b D. M. Ferguson, Cambridge, O. In a letter to the Ea Liverpool district, Mr. Ferguson announced "Cambridg has ample skilled labor for a china factory." A natura gas rate of 22½ cents per thousand is guaranteed to a investor.

"Nick" Muessig Returns to Home Office

C. Nick Muessig, with the Dranekfeld Co., New Yor who has been spending several weeks in the East Live pool district has returned to the home office. Mr. Muessi was formerly western office manager for this interes having his headquarters in this city for a number of year

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Work Progressing on Tunnel Kilns

At all three plants in the East Liverpool district whe tunnel kilns are being erected, rather rapid progress being made, so far as early construction is concerne Foundations for the new No. 7 plant of the Hom Laughlin China Co., are nearing completion, and o kilns have been razed at the plants of the Taylor, Smi & Taylor Co., at Chester, W. Va., and the Edwin M Knowles Co., at Newell, W. Va. While these chang are being made at the two latter plants, production is a a matter of necessity decreased. This is not the case wi the situation with the Homer Laughlin China Co., Newe W. Va., where an entirely new unit is being erecte Inclement weather has not caused material delay, oth than with the Laughlin improvement, where all work outside. Changes made at the two other factories a under roof.

To Discuss Condition of Trade

Subjects that will have a direct relationship to the pres-t condition of trade in the dinnerware business only ll be discussed at the special summer meeting of the nited States Potters' Association, scheduled to be held at dford Springs, Pa., July 12. For several seasons these ecial summer meetings have been held at Trenton, N. J., ien members of the association were guests of the Tren-n ceramic manufacturers. As the National Brotherhood Operative Potters in convention at Atlantic City, N. J., is week will not discuss any proposed change in the ige scale, manufacturers will be free to fully discuss trade problems outside of the wage question.

Anderson-Newcomb Co., to Improve Store

The report has been received from Huntington, W. Va., the intent of the Anderson-Newcomb Co. department ore of that city to spend upwards of $30,000 in store provements. This store contains the largest china and ass department of any store in West Virginia. The anges will have to do with the interior and with a view offering the retail trade greater store conveniences.

William G. Jackson Leaves for Coast

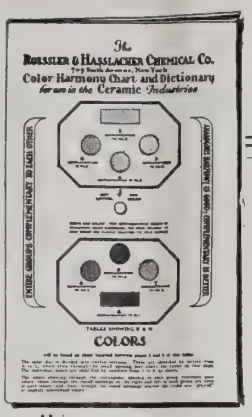
William G. Jackson, president of the Empire China o., Burkank, Calif., who has been spending several weeks the East Liverpool district, has left for the home office. ist before leaving Mr. Jackson was in possession of nsiderable data relative to plans for the erection of a w tunnel kiln plant the company proposes to erect next ll. Official announcement concerning detail plans anent e new factory will be made by the company later in the ason.

No Earthenware Tariff Discussion Effected

Whether or not there will be any discussion on the tariff lating to earthenware during the next session of Con-ress is problematical according to views expressed in ast Liverpool during the last few days, although some ose observers in the industry are of the opinion that me particular lines may be reviewed. Just at this time, owever, there is no outward indication of any matters eing taken up in this industry that would cause prolonged quiry similar to the conference held some years ago hen the present tariff bill was before Congress.

Buying of Raw Materials Falls Off

Raw material dealers supplying the generalware plants dmit they are not selling the volume of goods they did veral years ago, and that the apathy in this line is due lely to the fact that the plants are not producing the eavy volume of finished ware as was the former rule. he majority of potteries have reasonable amounts of aw clays and other rough materials on hand.



A New
COLOR HARMONY
CHART

—Improves production

—Saves time in selection of colors

—Prevents mistakes in color

THIS Chart tells *what* colors to use and *how* to use them. Color harmony is described and almost every conceivable color combination is quickly and accurately found by an ingenious patented arrangement. This valuable dictionary of colors for use in every branch of the ceramic industries will be sent upon request.

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709 Sixth Avenue, New York, N. Y.

Boston Chicago Cleveland
Baltimore Philadelphia Pittsburgh
New Orleans San Francisco Kansas City
Trenton

"America's Leading Ceramic Material House"

Woman Art Pottery Specialist

When the late John B. Lessell, of Newark, O., died and his association with the Camden Art Pottery, Camden, Ark., was cut short, it is now revealed that Mrs. Lessell, who had full and complete knowledge of bodies and glazes as developed by her husband, took the latter's place in the new organization, and it is she that is now working out an entirely new line of art pottery with market success. Associated with Mrs. Lessell is A. P. Tetzschuser, who for some years was identified with Mr. Lessell at Newark. Art pottery while unlike anything now on the market is now being produced at the Camden, Ark., plant, with especial reference to shapes, treatments and decorations. Mrs. Lessell is one of the few women who have achieved fame as a producer if art pottery in a commercial way.

That's Different

Willie was dejectedly walking home from school and his woe-begone appearance attracted the attention of a kind-hearted old lady.

"What is troubling you, my little man?" she asked.

"Dyspepsia and rheumatism," replied Willie.

"Why, that's absurd," remarked the old lady. "How can that be?"

"Teacher kept me in after school because I couldn't spell them," was Willie's dismal answer.



GLASS FACTORY ACTIVITIES
AND PITTSBURGH NEWS



Flint Glass Manufacturers Giving Thought to New Items for 1928

HERE and there flint glass manufacturers have begun to give some thought to items and designs for their 1928 lines. Just what will be adopted for the forthcoming season no one can predict at the moment. Several years ago the feature of the January market proved to be the colored glassware line of merchandise, and annually since this line was first brought out new colors and blends have been placed on the market, to say nothing of a list of new items. What will be next? It is known that designers have been working on models for the 1928 line, but manufacturers have reached no final decision. Drawings have also been submitted to the manufacturers, but in the latter instance no plaster models have been made. There is no doubt at all but what the colored glassware line will be largely featured for some years to come, but it is now assured that these lines will include some new items, new shapes, and of course new decorations. This is especially true with reference to the blown and steamware lines. Many years ago, and before the specialty line was so far developed, manufacturers were busy at this season of the year in the designing of glass tableware, but the old line tableware is now a matter of secondary consideration, so far as the producers are concerned. That many new items and few features will be included in the 1928 lines all manufacturers admit, but they are not saying at this early date what will be listed. Decorators are also working on new propositions for 1928, and in several instances new treatments have been adopted, but are being held back for December and January showing.

Erskine Glass Co. Has $4,000 Fire

An explosion of a boiler caused a fire loss estimated at over $4,000 to the plant of the Erskine Glass Co., Wellsburg, W. Va. The fire spread to other parts of the building rapidly, and damage resulted to chemicals and also finished glassware. The company since starting business has been active in the production of lighting glassware, automobile lenses, opal glass, cut glass and specialty lines, which include a general assortment of red and crystal lantern globes and signal glass items.

Kaufmann & Baer Exhibit "Lindy's" Plane

Enormous crowds visited the Kaufman & Baer store, Pittsburgh, last week when the management had on display Lindbergh's wrecked plane, the one from which he leaped last November with a parachute. The plane was placed on display on the fifth floor of the store, and within easy access to the china and glass department, which section received considerable benefit from the crowd that visited the store.

Kimble to Increase Factory Capacity

The Kimble Glass Co., Vineland, N. J., which concern is a large producer of containers and other specialties, has announced intent to increase the capacity of the factory at a cost of about $50,000. New buildings are proposed, with necessary additional factory equipment. A large line of laboratory glassware is to be featured hereafter by this company.

Cambridge Shows Interest in Factory Venture

Interest in the raising of a bonus of $17,000 at Cambridge, O., to insure the location of two new glass factories there continues. Over half of the required amount has already been subscribed, it is announced, and assurance has been given that the factory of the Christensen Agate Co., will not be removed from Payne, O., to Cambridge.

The Gilligan Glass Products Co., which is also interested in relocating its factory at Cambridge is to receive a part of the bonus, which is to be used in the purchase of factory sites and railroad sidings. Only $6,700 was required to insure the location of the Christensen plant at Cambridge, and this amount has already been assured.

New Wilmington Jobbing House Formed

Sales managers of glass factories in district have been informed of the formation of a new jobbing concern, just organized at Wilmington, Del., for the purpose of dealing in glassware, enamelware, china and earthenware. The new concern which will be known as the Arno Co., has been chartered with a capital stock of $10,000 by T. L. Croteau, of Wilmington.

Braddock Soon to Show Lines

The factory of the Braddock Glass Co., Cumberland, Md., which was recently formed with a capital stock of $25,000, will soon have its line on the market. The line will include a general list of flintglassware. The company has been chartered by Calvin E. Deal, Louis H. Bonnert and Carl L. Borchert.

Flint Glassware Trade Rather Slow

Considerable apathy prevails in the flint glassware trade just now, both with reference to production and also to sales. Buyers appear to be in the market for only goods for immediate requirements, and factories are working mostly to orders, and with very little stock going onto the warehouse bins. Mail orders are more or less spotty, it being declared that a better volume of business is being received from western states than from any other section of the country. The west coast trade is pronounced good, but it has always been the custom of the east coast trade and the middle states territory to take volume. Very little volume business is being booked by the manufacturer from the latter two districts. A backward season, inclement weather and labor conditions have been assigned as the principal causes for the slow movement just now of flint glassware. Containers of all descriptions are in active movement and in fact, manufacturers of these lines report a steady volume of trade. Flint glass lines are slow with on prospect of early resumption of active retail buying.

Zihlman Glass Co., Employs Fifty

About 50 glassworkers have been given employment at the new plant of the Zihlman Glass Co., Cumberland, Md., operations having been started last week. The number of employees will be increased as business and production demands. The new company is producing a general line of flint glassware, which includes blown and stemware and specialties. This new factory is expected to have its full line on display at the Ft. Pitt exposition next January.

Tariff Commission Orders Investigation

Under the provisions of the Tariff act of 1922 an investigation has been ordered by the United States Tariff Commission of the differences in cost of production and into other facts and conditions having to do with the manufacturing of perfume and toilet bottles. A public hearing is to be held by the Commission under the order, the hearing being the 68th investigation by the Commission since the passage of the act. American manufacturers of this line of glassware have contended that the schedules should be raised in order that protection be given domestic production.

Brilliant Glass Co. to Relocate Factory

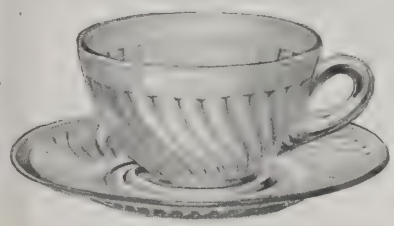
The Brilliant Glass Co., Brilliant, O., five miles south from Steubenville on the Ohio River, has about definitely determined to relocate its factory at Weston, W. Va. The company has recently booked some very large volume of business, and the steady operation of the plant is assured.

Arkansas Suffers Most from Flood

St. Louis jobbing interests have informed Ohio glass

(Continued on page 31)

The line of original ideas



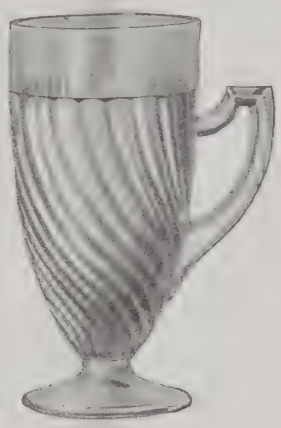
Always Something Different

No. 1710 Cup and Saucer. Spiral optic effect. Made in Roselin, amber, green and crystal.

Westmoreland Glass Co.

Grapeville, Pa.

Manufacturers of High Grade Glassware, Plain, Cut and Decorated. For Gift Shops, Florists and Table Use.



No. 1710 Handled Ice Tea. Graceful spiral optic effect. Made in Roselin, amber, green and crystal.

REPRESENTATIVES

NEW YORK
H. C. Gray Co., 200 Fifth Ave.
BOSTON
H. P. & H. F. Hunt, 41 Pearl St.,
Traveling Representatives
R. B. Reineck, 1422 E Marquette Road
CHICAGO
R. A. Keel, 1139 Greenview Ave.
CHICAGO
PHILADELPHIA
Fred Stott, 1007 Filbert St
BALTIMORE
John A. Dobson & Co., 110 Hopkins Pl.
SAN FRANCISCO
Himmelstern Bros., 718 Mission St
LOS ANGELES
Himmelstern Bros., 643 S. Olive St
SEATTLE, WASH.
Himmelstern Bros., Terminal Sales Bldg

THE DUNCAN & MILLER GLASS Co.
WASHINGTON, PA.

Particularly Charming

Is this bowl with low candlesticks to match—the newest addition to our No. 101 line of stemware and other tableware items.

The series of rings—a feature of the shape—adds a note of individuality.

Made in crystal, amber, green or rose.

REPRESENTATIVES

New York — Paul Joseph, 200 Fifth Avenue
Boston — Murt Wallace, 157 Summer St.
Chicago — F. T. Renshaw, 30 E. Randolph St.
Philadelphia — Joseph Tomkinson, 1104 Arch St.
San Francisco — Marsh & Kidd, 617 Mission St.
Baltimore — Harry T. Thomas & Co., 29 S. Hanover St.

Factory Representative
E. B. Hill, Washington, Pa.



Filene Urges Cooperation in International Trade

Boston Merchant Seeks Elimination of Unfair Trade Practices Through Better Understanding Between Producers and Distributors in Address Before International Chamber of Commerce

UNFAIR trade practices in international trade can be eliminated to a large extent through closer cooperation and a better understanding between producers and distributors, declared A. Lincoln Filene, Boston merchant, in an address June 29th, before the Fourth General Congress of the International Chamber of Commerce.

Mr. Filene attributed the growth of unfair trade practices to the distrust existing between the business men in one country who sell goods and the business men of another country who buy. Where suspicion exists, he said, there develops what are known as trade abuses, that is, attempts by either a producer or a distributor to take an unfair advantage of the other.

"In every trade," he pointed out, "there are a minority of business men whose business practices are regarded by the concerns with which they deal as uneconomic and unfair, although they may not be dishonest in the strictest sense of the word.

"Let us suppose, to take a hypothetical case, that in a particular trade there are several concerns which, when they find that they have bought more goods than they can conveniently sell, make a practice of returning these goods to the house from which they bought them. They attempt to justify their return of the goods by a false claim that the merchandise received did not conform to the specifications in their order, or to the manufacturers' samples. Naturally, the manufacturer who is obliged to accept the return of goods under these conditions is indignant, and justly so. On the other hand, he may be obliged to acknowledge that the concerns which have made these unjustified returns of merchandise have been on the whole profitable customers of his. He lacks the courage to strike their names from his books. He does resolve, however, that he must protect himself from future losses in trading with these houses. Perhaps he waits until a time when these retailers are badly in need of merchandise. This gives him an opportunity to send them goods which he knows to be inferior to the merchandise specified in their order. However, he feels sure that the retailers, because of their need for merchandise, will take what they can get and say nothing. In this way, unfair trade practices may be built up."

Sometimes, Mr. Filene explained, unfair practices unwittingly may be absorbed into the general body of practices of a particular trade.

"Members of the trade," he continued, "gradually come to consider them as the normal way of carrying on business. Yet unfair actions in business are essentially wasteful. They impose conditions which hinder the buyer or seller from the most economical operations of his affairs. Not only do they increase the cost of doing business, but, by keeping alive suspicion between distributors and producers, they become a barrier which interferes with the easy and profitable interchange of goods.

"In International trade there is the complicating factor that the principals to business transactions, that is, the owners of business establishments which deal with one another, rarely or never meet. Business dealing is carried on by subordinates and intermediaries. When people do not know one another at first hand the opportunity for misunderstanding is much greater and lack of confidence is much greater."

Mr. Filene advocated greater cooperation between buyer and seller as one of the most effective means of doing away with trade abuses.

"It is apparent," he said, "that once a large majority of manufacturers and retailers got into the habit of discussing with one another what will probably be the popular merchandise for the coming season, applying scientific methods to style forecasting, and attempting to influence popular style demand by some form of joint activity, the custom of placing orders further in advance of the selling season is bound to develop. The manufacturer will then be able to spread his production and deliveries more evenly throughout the year. Both sides will save losses, and the consumer will benefit through lower prices.

"These and other wastes can be eliminated, once manufacturers and retailers get into the habit of exchanging information and planning their future business activities on a co-ordinated basis. Such cooperation is impossible until producers and distributors have complete trust in each other's motives and integrity and regard each other as partners in a common enterprise. Such trust is bound to grow just as fast as unethical activities in business dealings are done with, by the joint action of both sides."

As the first step in the movement to do away with unethical practices, Mr. Filene suggested that a joint trade relations committee be set up, representing on one side the manufacturers in a prominent European industry, and on the other side the American retailers of its products. A manufacturers' trade association in one of the European countries, he added, might furnish the medium for organizing the European side of such a committee,

(Continued on page 31)

Gimbel Bros., Have Fine Lamp Department

Big New York Department Store Is Ever Watchful for New Items — Business Good As Year Ago Despite Fact That Department Was Moved from One Floor to Another

GIMBEL BROTHERS new lamp department has comfortably settled down to the pleasant routine of doing a nice business after its removal about e middle of last November from the fifth floor to the venth—its present location.

Under the able guidance of Clifford Fish the store has ie of the finest lamp departments in New York City. As t the department has not been definitely settled as it is anned to make it more compact and in one corner instead stretched out as it now is lengthwise across the store.

While many smaller dealers are inclined to complain imbel's sales have continued as good as a year ago de- ite the fact that it moved from one floor to another. his is largely due to the fact that the store is ever watch- il for new items and that lamps of good quality are oderately priced. The limit of the average good cus- mer when buying a lamp is about $35. That is for table id floor lamps. The average maximum expenditure for pair of torchiers is about $30. Still another factor in imbel success is that the store carries a complete stock small items.

Take the case of candlesticks which is seemingly a small em which in reality does a very strong business. This epartment is at one end of the floor and constitutes a de- artment within itself. Every kind of candle is carried— or the dinner table, for the mantel, for the tea table, rthday cake candles and wedding dinner candles. The rices range from 7c to $8.95 a pair. A special girl is in harge of the candlestick department as well as the parch- ent shade department. It is the duty of each to look fter their respective items and not to go out on the floor sell. But to get back to the important subject of can- les. The colors—there are 17 all told—consist of red, live green, blue, white, ivory, light blue, rose, tan, cream, lack, yellow, lavender, orange mauve dark blue, emerald reen, and grass green.

It is interesting to note the way new items reach the ttention of the buyer sometimes.

Not long ago Mr. Fisk was approached by a lady car- ying a small bag. In her hand she held a long candle- ick which immediately attracted Mr. Fisk's attention. he item was a candlestick made of wood and covered ith wax and copied after the hand-dipped candle. The ood makes the candle a lasting ornament and is most at- active. These are made by the Kosy Kandlekraft Stu- io, 3901 20th St., Omaha, Neb., and retail for 95c a pair for the ten-inch size and $1.50 a pair for the 18-inch size.

Along more elaborate lines Gimbel's are handling a beautiful wedding set of six candles to the box. These are about two feet tall and are in two colors. They are exceptionally beautiful and beggar description.

Although a store may do a deal of newspaper advertising, in the long run people like to make their own selections. A lamp buyer will often spend considerable time in selecting a lamp and shade. Big pleated shades have big possibilities and have a good future as they are particularly suitable to pottery, as well as all types of lamps. Bottle lamps are having fair sales, although out-of-town they are reported only luke warm. Aquarium lamps strike the fancy of some while others declare it is too much trouble in changing the water. Still others declare that it is cruel as the fish do not get enough air but this is erroneous.

Table lamps in general it is believed will be stronger as the demand in New York department stores seems to be on the increase, although an artistic line of brass and bronze double arm bridge lamps with six-inch shades have been selling wall at Gimbel's lately.

The store recently featured a Spanish-inspired pottery lamp for the living room or library-den for $27.90. The vase is fashioned by hand and mounted in hand-wrought iron frame with natural clay finish and is 24 inches high. The shade in keeping with the popular demand is of gay flowery design in deep-pleated crackled chintz by Paul Hanson. Other pottery lamps sell for $14.95, $19.95 and $25 without shades. Shades sell for $7.95.

Skin shades of course are confined to the space allotted to parchments in Gimbel's. These offer the fastidious buyer a great opportunity for studying and selecting attractive combinations. The store also carries a very complete line of parchment shields and does a good business in these items. No overstock is carried in these, the store ordering a dozen at a time. There is also a variety of different priced bridge shades.

A novelty item carried by the store cousists of a bridge lamp with smoker. These are of brass-plated base in baked enamel-trim in green, brown and red with adjustable arm. Cigarette jar, match holder and ash tray with shades of imitation parchment with prints of old maps and French pictures. They sell for $19.95.

Gimbel Brothers' lamp department is a most complete and attractive section of an enterprising store.

What's New in New York Showrooms

Fostoria Stemware in a Delightful Presentation

Lovely colors and color combinations as well as crystal in any number of selections, shapes of utmost grace and exquisite etchings, tell the story of the Fostoria Glass Co., Moundsville, W. Va., stemware showing at the factory's New York showroom, 141 Fifth Ave. Here indeed is an exhibit about which even the most critical could



not help but become enthusiastic. Out of such an array of items it is hard to know just where to begin to describe the line. One finds a number of delightful pieces displayed with colored bowls in a straight optic in green, amber and orchid with twisted crystal stems and feet, while others show a crystal bowl with a colored foot and stem. Among these latter offerings those carrying an amber stem and foot show the bowl in a lovely loop optic, while others in a green stem and foot feature a spiral optic crystal bowl. The manner in which a number of these are decorated is splendid. For instance, those which offer a crystal bowl and colored stem and foot are embellished with a delightful needle etching. This is conspicuous for its simplicity. The decoration is carried around the top of the bowl. Where the color scheme has been reversed and a colored bowl is shown, those items which are in green and amber offer a lovely deep pla etching that practically covers the entire bowl. Imagir how attractive this is when combined with a crystal fo and stem. Special mention must be made of a gobl which is one of the latest creations from the factory. Th is to be seen in colors of green, amber and orchid. I shape its bowl resembles a tulip and shows a straight opti while the stem is tapered in a charming way to meet th foot.

Imported Tea Sets Featured on Borgfeldt Fourth Floor

A comprehensive stock in German and Austrian te sets is being offered this week by Geo. Borgfeldt & Co 111 East 16th St., that is of exceptional interest. The a sortment presents a range of shapes and decorations tha seem almost without limit and features such pleasin treatments as flowers typically of the Peasant style i their execution, lustres, fancy bands and bird motif Notable among them is one with old fashioned garde flowers. The colors are deep and rich and serve t make the blossoms stand out splendidly against a back ground that is furnished by the soft green leaves. I combination with this a dainty light green edging has bee used and the handles, knob and spout of the tea pot ar finished in this same tint. The sugar and cream ar treated in the same way. Next to the tea pot display ar equally as prominent and fascinating the Borgfeldt firi are featuring a large assortment of German fancy piece These are most novel, being made up to represent lob sters in a brilliant red coloring. Pitchers, trays, bowl etc., are included among these in any number of od shapes and sizes. One very attractive little number is a ash tray modeled to represent the claw of the lobste Then in addition to this is a line made up to represer playing cards. This presents a most unusual effect an includes a range of items similar to the lobster line. Adc ing further to the unusual appearance of the differer pieces a figure of Satan in a bright red has been used t form the handles of the pitcher, etc. All the differer cards in the deck in natural colors and modeled into th shape of these numbers and its general effect is mos unique.

New Koscherak Glassware

Two splendid brand new sample assortments have jus recently appeared at the exhibit rooms of Koscherak Bros 129 Fifth Ave. These are the latest additions to the lin of reproductions of old art which the concern is fea turing and are indeed exceptional for their beauty. One which is known as Brabant glass, is presented in a rich solid green and is of the old Dutch style glass of th

riod of 1750, having been reproduced from original ces at the Museum of Utrecht. Such pretty and useful ms as vases, both open and covered, in varied shapes d styles, boxes of all kinds, etc., are to be seen in this ss. Practically all of the items are footed and the ly decoration used is a fancy button line running up e sides of each piece and spaced equally at four inter-ls. The second line is called the Rusticanna, which me is appropriately adapted to it. Here is presented a de assortment of wall pockets, beverages and liquor s, vases, most original and unique in shape and many er items. An enameled hand-painted floral decoration, pical of the Spanish peasant style of art of the sixteenth ntury, is used for this Rusticana glass that is excellent. e line, which has been copied from original pieces in e Museum del Prodo, Madrid and the Brabant glass entioned above, without doubt will receive the trades mmendation when once they are introduced. They are th imported from Czecho-Slovakia and will be carried open stock by the Koscherak firm.

New Items by Duncan & Miller

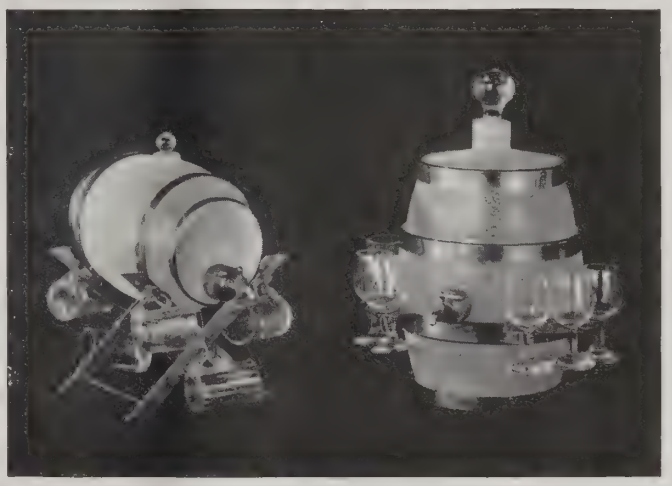
There is a new bowl, known as their No. 36, being atured this week at the display rooms of Paul Joseph, 0 Fifth Ave., New York, representative for the Dun-n & Miller Glass Co., Washington, Pa., that is certain attract attention and merit most favorable comment. is shown in a wide optic and stands five and a quarter ches high. In its delightful oval shape it is quite nique. A selection may be had of this item in colors green, rose and amber as well as crystal. It is espe-ally suitable for the cutting and decorating trade. There also a very attractive ice tea and tumbler to be seen hich is known as their No. 100 and featured in the me assortment of colors. The ice tea which is of 11 . capacity, carries a circular rib which is brought up om the base to a point two-thirds of the height of the ass. From there on it has been left perfectly plain, us permitting of any type decoration desired. It also s six stripes running up its sides over the ribbed part. e tumbler, smaller in size of course, is handled in the me manner. Looking further may be found a lovely oz. berry sugar and cream that is exceedingly pretty s shape is charming while a panel effect has been intro-ced that is unusual. Each item is low footed and in e firm's rose color this offering is particularly appealing.

A New Huntington Goblet

To do it full justice the new No. 212 goblet which is e of the latest creations from the Huntington Tumbler o. factory, Huntington, W. Va., must really be seen. o attempt to describe it is all but an impossible task so ally exceptional is its grace of shape, charming deco-tion and lovely colors. Indeed it is worth the time ent in visiting the exhibit rooms of Cox & Co., 120 ifth Ave., New York representatives for the factory to e this one item alone. In its height, which is about ght inches, the goblet is somewhat taller than is usually found in stemware of this kind, but this serves to accentuate all the more its extreme grace of contour. In fact its lines could not be improved upon. The bowl carries a straight optic almost down to its base and from this point is left plain as is the stem, which is extra long. The optic effect in combination with a floral cutting with polished centers about an inch wide around the top of the bowl is beautiful indeed. A color selection of green, rose and amber, as well as the plain crystal, in which the goblet is offered permit of a choice to suit every taste. The fact must not be lost sight of that it is in full lead glass and considering its high quality and exceptional beauty it is astonishing how reasonably it is priced. The retailer who stocks this number should be assured of some exceptional business.

Goetz Surprises with New Offerings

Samples of a fifty-piece fancy assortment in German pottery for delivery August 1, are now being exhibited by the importing firm of Otto Goetz, Inc., 122 Fifth Ave., that are most interesting. Such useful items as trays, flower holders, baskets, jardinieres, candle sticks, hand-



kerchief boxes, etc., serve to make this offering a most exceptional one that should immediately appeal to the buyer. Any number of attractive shapes, most original in their conception, are to be seen among them, while their decorative ideas are exceedingly fetching. There are a number of flower motifs of the Czecho style among them that stand out prominently in striking colors. The firm is also showing a very attractive twenty-five piece assortment as well. The range of items included in this are similar to the larger assortment mentioned above and a number of the pieces are in lustre. The Goetz concern have always featured a fine showing of glassware. Among the newest items to be seen in their display is a splendid assortment of liquor sets. These are from Czecho-Slovakia and are shown in two shapes, one of which is somewhat like a ball and the other like an egg. They are hinged at the center and open up to disclose a small decanter surrounded by six little glasses. A selection of these may be had in crackled glass and one that might be called a glass lustre in colors of green, blue, gold, silver, etc.

CHICAGO OFFICE
222
W. ADAMS
STREET

THE CHICAGO MARKET

By
J. H. SMYTHE, REPRESENTATIVE

American Furniture Mart Opens

THE great market event of the Chicago American Furniture Mart is under way. The opening day, June 27, justified the optimistic expectations of the sponsors. Buyers from all parts of the country, from metropolitan centers and hamlets, flocked in to view the elaborate displays of housefurnishings. Manufacturers of crockery, pottery and glassware were well represented. Their lines, although outnumbered by the furniture and lamp displays, were equally successful in the beauty, quality and individual space of their displays. Each year the American Furniture Mart is becoming more important to the buyer of crockery and glass. The reliability of the houses showing; the quality of their merchandise displayed, is making it an event to be included in the annual buying itinerary.

Harper J. Ransburg came in from Indianapolis to spend a few days among the local trade last week.

Ready for Shipment—



Go To Stetson's First
For Volume in China

SHOWROOM, 512 FURNITURE MART BUILDING, SUPERIOR 4100

STETSON CHINA CO.

1751 West 74th Street **CHICAGO**

Phone Hemlock 1000

A. C. McCort, of the McCort Studios, Minneapolis Minn., was in Chicago last week, calling on several of the representatives in the Shops Building.

"Ben" Mehlman was here for several days last week looking over the local displays in the interest of the Boston Store, Milwaukee, Wis.

E. M. Meder, 17 North Wabash Ave., is displaying a new line of interesting flower holders. They are white china figures of exceptional modeling, mounted on glass blocks in crystal, green, rose or amber. They come in sets of 12 assorted numbers and are already showing extensive sales for August delivery.

C. D. Spreng, sales representative for E. M. Meder, 17 North Wabash Ave., has just returned from his regular two-week trip throughout Wisconsin. He reports business in that state is showing decided signs of improvement.

E. M. Meder is on a fishing trip at Lake Owen, Wis. He expects to be gone about ten days.

George Turner, factory representative, 17 North Wabash Ave., spent three days in Milwaukee last week, where he has a display of merchandise in the Wisconsin Hotel.

The Chicago Glass, Pottery, Lamps and Housefurnishings Association met at Mandel Brothers last Wednesday. The meeting was attended by fifteen members and was presided over by President F. T. Renshaw. Three committees reported. The Publicity Committee, headed by A. H. McAnulty, opened the discussion on the proposed national advertising campaign on the part of the Association to acquaint the buyers of the extensive displays in the Chicago sample rooms. The members voted favorably on the suggestion. Martin M. Simpson, chairman of the Membership Committee reported a prize with a retail value of $100 was offered in the membership drive now under way. Clyde W. Reasner, reported as chairman of the Golf Committee. July 21 was set as a tentative date for a continuation of the Golf Tournament which was held up on account of rain at the Glencoe Golf Club the latter part of last May.

WHAT TO BUY AND WHERE TO BUY IT IN —

CHICAGO

A DIRECTORY OF THE PERMANENT DISPLAY ROOMS

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Chicago Display, 806-7-8 Masonic Temple
Flint Glassware, Pressed and Blown Etchings, Cuttings and Iridescent.
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EARL W. NEWTON AND ASSOCIATES
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ECONOMY GLASS CO.
NATIONAL CHINA CO.
OWEN CHINA CO.
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9 North Wabash Avenue
Representing:
Pope Gosser China Co. Seneca Glass Co. Susquehanna Cut Glass Co., Coshocton Glass Corp., Burke Studios, Vesta Studios, Heule Studios, Lamps and Shades.

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CHAS. L. SEBRING, *President*
W. L. GERALD, *Chicago Representative*
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FURNITURE MART
Phone: Superior 4100 Room 980

The Atlas-Globe China Co.
NILES, OHIO
E. J. BENJAMIN, *Resident Agent*
PERMANENT DISPLAY ROOM
AMERICAN FURNITURE MART
666 Lake Shore Drive
Room 1008 Phone Superior 4100

THE UNITED STATES GLASS CO.
30 E. Randolph Street
Walter B. Lazure, Chicago Representative
OUR CHICAGO DISPLAY ROOM CONTAINS COMPLETE SAMPLE LINES DIRECT FROM OUR FACTORIES.

State of Trade Reported Quiet

THE trade, crop and industrial situation is still a very spotted one. The advent of summer finds trade quieter, except where mid-year sales induce buying, or where hot weather has stimulated retailing, and industry shows a slower pace, with buying and output less than a year ago, when things were on the up-grade. On the other hand, warmer weather has helped crops already planted or up in many areas, and the generally moist soil condition is a great potential asset. A warm growing season and a late warm autumn seem necessary requisites if yields of late-sown food crops, and particularly corn, are to prove satisfactory.

The chief source of complaint in retail trade is the continuance of cool or wet weather in many areas, which has held back sales of summer goods and acts as a drag on wholesale and jobbing trades. Bad roads and lateness of planting, especially in the Mississippi valley states, are still drawbacks, and the corn crop finds the June condition the lowest on record. On the size of the corn crop depends the finishing of meat-producing animals, which at present have excellent pastures. As a whole, the grass crops, hay and the small cereals, promise best, while deep root crops are in doubt. Berry fruits have done better than expected, but tree fruit promise is nothing extra.

In industry, iron and steel buying and output is now well below a year ago, as are prices of most grades of scrap metal, pig iron, and crude and finished steel. Steel production ranges from 65 to 80 per cent. Non-ferrous metals are quiet and generally lower than recently, and below last year. After three months of the strike, soft coal buying is indifferent. The hardware, machinery and electrical goods trades report moderate to fair buying, while furniture and shoe trades are quiet, although the mid-year furniture shows have attracted a good attendance of buyers, and hides and leather hold recent advances. For five successive weeks car loadings have fallen below a year ago, although there have been nine million-car weeks this year, against four last year. Among the textile industries, cotton goods are still active, while woolens lag and silks are irregular. Raw wool, however, is moderately active and prices are a little better, on increased demand from both woolen and worsted mills, with domestic fleece and territory wools in most demand. Jewelry sales seem to be below a year ago for June. Building, as a whole, is not so active as a year ago, this being reflected in smaller output and sales than a year ago for lumber and structural steel. The automobile manufacturing trade is spotty, but the relatively large output in May has reduced earlier percentages of decrease from a year ago. Export trade is very active, with perhaps 10 per cent of the year's output shipped. Detroit employment figures show 191,303 employed, a decrease of 13,663 from last week and of 45,809 from this week a year ago.

A. & S. Plan

The Management Board of Abraham & Straus, Inc., department store, Brooklyn, is composed of Walter N. Rothschild, chairman; H. Grant Straus, William O. Riordan, Beatty Stevens, Edward H. Small, Robert E. Blum, Harold W. Brightman, George R. Warden and Charles A. Gorman.

According to Mr. Rothschild, the Board of Management of the store attempts to formulate policies which shall represent the best thoughts and ideas of the whole organization. All of the store's executives are expected to welcome suggestions for the betterment of the business from all employees, and they in turn discuss them at meetings of their division or group of departments. Thus these thoughts come up for the careful consideration of the Management Board which in turn recommends them to the Executive Committee. In this manner the best ideas filter to the top.

DID YOU EVER STROLL UP FIFTH AVENUE

Looking in the various windows with their brilliant displays? Here is a beautiful exhibit of furs and here sparkling jewels; the richest in tasty chocolates and confections, pipes of rare brier for men even "Peks" of pedigree for ladies.

No matter what the ware or line only the best is displayed along this most wonderful of thoroughfares. The advertising columns of the CROCKERY AND GLASS JOURNAL are the Fifth Avenues of the Crockery and Glass trade for here are found the best in the various lines which are viewed with interest by buyers in all sections of the country.

A Postcard Request Will Bring Our Rates

The CROCKERY AND GLASS JOURNAL

45 East 17th Street

New York City

New York City Trade Fair

Of fifty-one lines of business in New York City reporting to Bradstreet's last week, eleven were better than, twenty-five equal to, and fifteen below a year ago. Three reported collections better than a year ago, thirty-one equal to a year ago, and seventeen below a year ago. Following is a summary of lines reporting sales ahead, equal to, or below a year ago:

Sales Ahead of Year Ago

Brick, who. or mfrs.
Chinaware, who. & job.
Dairy prod., who. & job.
Fruits & vegetables, com.
Furniture, ret.
Glassware, who. & job.
Groceries, who. & job.
Laundries
Machine tools, mfg.
Paints, mfg.
Patent medicines, mfg.

Sales Equal to Year Ago

Carpets, who. & job.
Chemicals, mfg.
Cloaks & Suits, women's, mfg.
Clothiers, men's, ret.
Drugs, who. & job.
Electrical goods, mfg.
Electrical goods, ret.
Electrical goods, who.
Foundries, mfg.
Furn. & refrigerators, mfg.
Furniture, who. & job.
Glass window, who.
Hardware, ret.
Hardware, who. & job.
Hotels
Iron & steel, who. & job.
Lumber, who.
Pianos, mfg.
Plumbers' supplies, who. & job.
Radio, who. & job.
Rayons, who. & job.
Tailors, custom, men's ret.
Tobacco, leaf
Twine, who. & job.
Women's specialty shops, ret.

Sales Below Year Ago

Automobiles, ret.
Coal, ret.
Coal, who. & job.
Dresses, women's, mfg.
Hats, men's, mfg.
Jewelry, mfg.
Jewelry, ret.
Jewelry, who. & job.
Millinery, who.
Millinery, mfg.
Silk goods, mfg.
Silks, who & job.
Suits, men's, mfg.
Woolen goods, who. & job.
Worsteds, who. & job.

Business and Imperialism

The spirit of business and the spirit of imperialism, which are often linked together by critics of the United States, like oil and water, do not mix, it is asserted by John W. O'Leary, President of the Chamber of Commerce of the United States. On the contrary, he contends, it is to the interest of business in the United States that other countries should prosper and improve their living standards.

"There has been much talk," he said in an address before the economic societies of Cuba, "about the imperialism of the United States. To some critics of our country every foreign loan and every foreign investment of United States capital becomes an act of imperialistic aggression. The circulation of our foreign trade publications abroad becomes a move in imperialism. The success of United States moving pictures in foreign countries, to these critics, becomes a concerted propaganda in the interest of an organized imperialistic movement.

"Economically and commercially we feel this community of interest among the nations of America, and we are frank to admit that this interest is not a mere matter of altruism and not entirely devoid of selfishness. The business men of the United States are frankly interested in the opportunities for the expansion of commerce between our country and the other countries in the American continents. We look toward this expansion of commerce as an opportunity advantageous to ourselves, but at the same time and in equal measure advantageous to the other American countries concerned. We desire to see all of the countries in this hemisphere prosperous, at peace, and with rising social standards."

Ask Yourself These Questions

Here are some thought-provoking questions which merit the careful consideration of every proprietor who is anxious to put his gift department at the head of the procession:

If my gift department isn't the leading gift department in the city and territory, why isn't it?

What can I do to make the gift department assume more of a leadership?

If my gift department isn't making as much money as I think it ought to make, what is wrong with it?

What is the weakest feature of my gift department? Is it in the buying of stock for the department? Is it in advertising the department? Is it in handling customers who come to the department? Is it in the way that the department is lighted? Or is the chief source of weakness in the department the salespeople who are employed at the department?

What is the strongest feature of the department and why? And how can I build up other features of the department so that they are equally strong?

On what class of goods handled at the department are the profits smallest? And how will it be possible to increase the profits on these goods?

It is a good proposition for the owner to every now and then get off at one side, as it were, and take an unbiased slant at his gift department. And the asking of these questions will help in doing this.—F. H. W.

Selling the World

The prevalent idea that manufacturers turn to foreign markets only when their output exceeds the domestic demand and a way must be found to dispose of the surplus no longer holds good, it is found by the Department of Foreign Commerce of the Chamber of Commerce of the United States. The American business man is developing the practice of selling the world.

"In recent years," the Department says, in a handbook, *Doing Export Business,* issued for the guidance of prospective exporters, "it has been remarked time and again that new American products were being shipped to for-

(Continued on page 31)

WE ARE OFFERING

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AT

ATTRACTIVE PRICES

A VARIETY OF

NEW DECORATIONS AND SHAPES

IN

SALADS, SUGARS AND CREAMS, TEA SETS,
BERRY SETS, CAKE SETS AND CUPS AND SAUCERS,
ETC.

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HEINRICH & WINTERLING, INC.

Sole Agents for Heinrich Dinnerware & Winterling Fancy China

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"Pottery and Porcelain"

By Frederick Litchfield

AUTHOR OF

"Marks and Monograms on Pottery and Porcelain"
"Illustrated History of Furniture"
and others

This is a book that every domestic potter should have. The illustrations alone would well repay them for the outlay.

It contains a list of over 300 Ceramic Factories, with short historical accounts clear and concise, descriptions of peculiarities of parts, glaze and colorings.

For a collection the book is invaluable as it will save an amateur from many pit falls.

The chapter on "Values and Prices" has been rewritten and brought up to date and there is a new index arranged on a novel plan so that marks can be readily identified.

Price $9.00

The Crockery & Glass Journal
45 East 17th Street
New York, N. Y.



A unique floral border arrangement in a clever blending of yellow, dark and light blue, green, pink and black with edge line, traced knob and handles in brownish red. Shown on the popular Columbia Shape.

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Room 348 Morrison Hotel

CENTRAL WEST

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Roseville, O.

H. L. Anderson
Box 373
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The Crooksville China Co.
CROOKSVILLE, OHIO

Lamps Fashioned to the Modern Spirit

Artisans Improve Shapes and Colors—Spanish Rugs and Old Brass Articles Are in Vogue

By Walter Rendell Storey

LAMPS have been taking singular and eccentric yet finer forms. Gazing globes, curious pottery, unusual mirrors are being utilized for lamp bases. Modernistic art lately added strange designs of turned and lacquered wood. Mostly the new forms are a response to the revolt against the lamps of the last two decades.

Table lamps should be selected with care. The present custom of having two or more table lamps in a living room and lamps on dressing tables, desks and side tables in other rooms requires a variety of styles.

In choosing a lamp for a particular place in a room the type and color of the shade are of importance, but the base should be decided upon first. Size, material, color and finish all must be considered, so that a proper foil for the furnishings in the immediate vicinity of the lamp may be achieved.

Color Relationship

It is this widening appreciation of the appropriate relationship of one article to another in a room that has aided in bringing in the modernistic lamp base of lacquered wood. If one has a modern woodcut or water color on the wall, the lamp placed near by may well have in its lines something of the same new spirit. Or in a room where much pure color is displayed a lamp base in soft vermillion, canary yellow or jade green will fit satisfactorily.

Some modernistic lamp bases, while suggesting in their shape conventional geometrical forms, have details unlike any traditional form of European decoration. New combinations of line and mass are disclosed. Shades in the latest fashion of fluted paper, decorated with broad horizontal bands of delicate color, complete the desired effect.

Half way between this mode and that of the past are the wooden bases for lamps inspired by the stands of old kerosene lamps. One may find them in maple to match a bedstead or desk, or, in painted examples, in a variety of hues, including dull black.

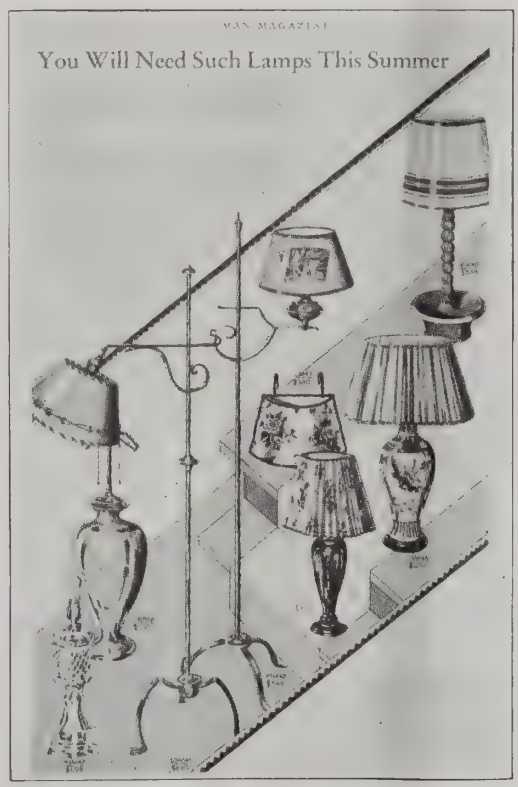
Bulbous shaped bottles of clear and of tinted glass and the antique three-sided bottles of amber glass were forerunners of new specially made globular glass forms. Empty or filled with water to produce a limpid effect, and either resting directly on the table or supported by a slender glass pedestal, the spheres of glass, when the lamps are lighted, glisten brilliantly. Other round glass bases are mirrors which, like gazing globes, fascinate the eye with crystal-clear views in miniature of the room.

Different but equally unusual are the table lights developed today that utilize interesting bits of pottery—strange blue elephants or a figurine in crystal, combined with metal and porcelain leaves and flower blossoms. These, being more dainty than robust, show best in a drawing room, or in a dressing room or bedchamber where the note of sophisticated elegance is emphasized.

* * *

Spanish rugs—up to a few years ago known only to connoisseurs—are now being sought by householders, whose vargueno and Spanish table need a floor covering to harmonize. Most of them are discovered among the spoils from Spanish castles at auction sales and in dealers' showrooms. Some owners have toured Spain for choice examples.

The beauty of the Spanish rug, with its terra-cotta reds, tawny yellows, rich greens, blues that once were as rich as the skies of Spain, and black uniquely used, seems in its robust color effects to be especially adapted to American interiors circumspectly furnished from the four quarters of the world. Spanish rugs combine the East and the West in their colors and designs. They are Eastern in origin, though later waves of Gothic and Renaissance art have left their mark on them.



Newspaper Advertisement of Modern Lamps

The antique Spanish rug is becoming rare: Spain today is weaving rugs copied from famous old specimens in private collections or in museums. Adaptations are also being made of the old designs to fit in more closely with the furnishings of today. Spain, like other great rug-weaving centres, is catering to American decorative needs.

Two Main Groups

The designs fall into two main groups. The first are typical of Moorish traits in Spanish life and art; these were woven while Spain was dominated by the Saracens. When the last of the Moorish artisans had been expelled from Spain in the first part of the seventeenth century, rug weaving ended there its period of finest expression. The second great group of Spanish rugs consists of those that were produced after the expulsion of the Moors.

(*Continued on page 27*)

American China
for
American Homes

Albright China

for the Jobber and Syndicate Buyer

Three Shapes

Glendere .....fancy
Highland .....plain
Pilgrim .....octagon

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INCORPORATED 1903

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Earl W. Newton & Associates, 9 N. Wabash Ave., Chicago.
Western Glass Products Co., 149 New Montgomery St., San Francisco, Cal.; L. C. Smith Bldg., (Seattle, Wash.), & 1216 4th Ave., (Los Angeles, Cal.).

The NATIONAL CHINA CO.-SALINEVILLE, O.

"Ceramic Dictionary"

Copyrighted

By C. M. Franzheim

A practical, concise treatise of Ceramic words, terms, uses and practices for the daily use of the factory man, superintendent, salesman and retailer.

An education for anyone connected with the trade.

Price $2.00 Per Copy

Convenient Pocket Size.

Demarest Publications, Inc.

Publishers

45 East 17th St. New York

Department Stores Under $1,000,000 Made No Money in 1926

Returned Goods and Markdowns, Each Amounting to 7 Per Cent, Are Problems of Primary Importance That Must Be Solved in Order to Lower Costs of Doing Business, Study Indicates

NO profit at all is recorded for department stores doing less than $1,000,000 in net sales for the year 1926. No profit, no loss.

A big zero stands as the profit or loss figure of the combined experience of 105 stores, as studied and tabulated by the Harvard Bureau of Business Research with the co-operation of the National Retail Dry Goods Association and reported at the joint convention, Chicago, of the Store Managers Division and the Controllers Congress of the national organization.

The figures may be altered slightly as the result of later data and revised tabulation, for they are only preliminary. But since the preliminary figures of the Harvard Bureau have always been substantially on the mark, the amount of change to be expected is negligible.

Last year the stores in the smaller classification were able to report as a group one: a half of 1 per cent net profit.

Department stores in the bigger classification, those doing more than $1,000,000 a year, managed in 1926 to equal their net profit record of 1925, which was only 2.3 per cent of net sales, but were unable to better it.

So that while 1926 may have shown an advance over 1925 in the matter of volume, it must be ranked as a slip-back, on the whole, in the matter of the stockholder's chief interest, profit.

What the effect of the volume trend in 1927 will be on the net profit for the year remains still a mystery, but it is obvious that if a slightly increased volume in 1926 failed to produce an increase of net profit, the hope for increased profit in 1927 without the introduction of efficiencies and economies to balance lack of volume-increase is very slight.

Expenses Rising

In the smaller stores total expense rose seven-tenths of 1 per cent to 28.8 per cent, while the gross margin rose only two-tenths of 1 per cent, bringing the total expense and gross margin figures to precisely the same level and leaving zero for the profit or loss record.

The bigger stores were unable to hold their own against the mildly rising tide of expense also, but they were able to make a better fight than the smaller ones, holding the increase down to three-tenths of 1 per cent. And since they were able to increase their gross margins by exactly the same percentage they were able to maintain their rate of profit, 2.3 per cent.

Total expense in the big stores rose from 29.9 to 30.2 per cent of net sales. The margin figure for 1925 was 32.2 per cent and for 1926 was 32.5 per cent.

Another point on which the smaller stores were unable to do as well as the bigger ones was in the matter of mark-downs, this figure increasing by one-half of 1 per cent, to 7.5 per cent, whereas the bigger stores were able to limit their mark-downs to the same figure as for 1925, 7 per cent.

The smaller stores slipped back one-tenth of a stock-turn per year, their figure decreasing from 2.5 to 2.4 times per year, whereas on this point again the bigger stores were able to just hold their own, at 3.7 times a year.

The smaller stores showed more itemized expense increases than the bigger ones.

Salaries and wages increased by 0.3 per cent in the smaller stores as against an increase of 0.2 per cent in the bigger ones.

Rents increased in the same ratio for both classes, one-tenth of 1 per cent.

But in advertising the smaller stores failed to show as good a record as the bigger ones. Their expense figure went up one-tenth of 1 per cent while the bigger stores were able to show a reduction of the same percentage.

Taxes increased very slightly for the smaller stores, but were cut one-tenth of 1 per cent by the bigger ones.

Interest Slightly Higher

Interest went up one-fifth of 1 per cent for the smaller stores as against an increase of only half this amount for the bigger stores.

In the matter of supplies the smaller stores did a bit better than the bigger ones. They were able to hold this figure to the standard of the previous year, while the bigger stores took the burden of an increase of one-tenth of 1 per cent.

The bigger stores showed no changes in their percentages for service purchased, traveling, communications, repairs, insurance, bad debts and unclassified.

In the smaller stores an increase in service purchased was balanced by a saving on unclassified. Traveling, communication and bad debts as in the case of the bigger stores, showed no change. Increase in repair costs were balanced by insurance savings.

"Other depreciation" (other than bad debts) showed no change in the smaller stores and was cut to a trifling extent by the bigger ones.

On the other hand, the smaller stores made slight sav-

ings on professional services, whereas the bigger ones were unable to avoid a slight increase.

The bureau's analysis of the 1926 statistics from other angles brought out the following additional points:

For ninety-nine stores reporting for both 1925 and 1926, there was an increase in the aggregate net sales volume of 6.38 per cent in 1926 as compared with 1925. Of these ninety-nine stores, however, thirty-eight individual firms experienced a loss in sales volume for 1926 as compared with 1925.

$10,000,000 Dividing Line

Firms with sales of $10,000,000 and over in 1926 commonly had higher percentages of gross margin and net profit in relation to net sales than did those under $10,000,000. Variation from common total figures for firms grouped according to volume of sales was very slight.

Stores turning their stock four times or more annually commonly had a lower ratio of total expense, had a lower ratio of total expense, and a higher rate of net profit than did the firms that turned their stock less than four times annually.

There was a distinct evidence of correlation between a relatively rapid rate of stock-turn and a relatively low ratio of mark downs.

Considerable variation from the common figures was developed. High and low figures for expense items, margins, profits, stock-turn, etc., were found as follows (but since neither the high nor the low figures are from any single store they cannot be totaled):

Net Sales as 100 Per Cent

	Low Per Cent	High Per Cent
Salaries and wages	12.04	19.64
Rentals	2.04	4.94
Advertising	1.71	4.98
Taxes	0.20	0.74
Interest	1.00	2.98
Supplies	0.51	2.16
Service purchased	0.20	1.38
Unclassified	0.25	1.63
Traveling	0.12	0.87
Communication	0.10	0.54
Repairs	0.03	0.49
Insurance	0.12	0.64
Depreciation:		
Losses from bad debts	0.06	0.58
Other depreciation	0.20	1.44
Professional services	0.05	0.47
Total expense	25.38	35.92
Gross margin	27.54	36.69
Net profit	*3.99	7.90
Stock turn (times a year)	2.6	6.0

*Loss.

Business Conclusions

The Bureau arrives at the following conclusions:

1. For the time being the problems of returned goods and mark-downs are apparently among those of primary importance. The first of these problems is related fundamentally to the sale of merchandise and the second is related fundamentally to the purchase of merchandise, both, however, have an important bearing on the cost of doing business; and when department stores have learned how to cope more effectively with these problems, it will be logical to expect these results to be reflected in a lower common total expense ratio.

2. The time has now been reached when for the practical purposes of expense comparison and control more detailed figures are needed than those hitherto secured by the Bureau, in its studies of department store expense for the years 1920 to 1926, inclusive. To this end, certain revisions are desirable in the Bureau's standard form of profit and loss statement and also perhaps in the standard classification of accounts recommended by the Controller Congress. Changes in the standard classification of accounts apparently need to be made with a view to securing (1) greater simplicity of application for smaller stores and (2) a greater degree of comparability for large stores. As regards the Bureau's standard form of profit and loss statement, it appears desirable, so far as the larger stores are concerned, to secure a more detailed subdivision of expense according to functional groups with a view to effecting comparisons primarily on a basis of functional divisions rather than on a basis of so-called natural divisions. The present basis of comparison may be said to have served its purpose. Progress both from the standpoint of the department stores which have co-operated in this study for the last seven years and also from the standpoint of the Harvard Business School in meeting its requirements for teaching information, demands more detailed comparisons and a greater degree of comparability.

Overshadowing the White House

To save the White House from the encroaching tide of commercial structures fast surrounding Lafayette Square the Board of Directors of the Chamber of Commerce of the United States has asked Congress for the enactment of legislation which will assure the country "that around the square there will be erected only buildings of such appearance and for such uses as will make them suitable to face the White House."

The appeal is made to prevent the abandonment of the plan of the Federal Fine Arts Commission for the establishment of an "excessive center" around the square and to preserve the dignity of the White House in a proper setting.

The Chamber of Commerce building, which occupies the site of the old Daniel Webster residence, was designed by Cass Gilbert in accordance with such a plan, as was the Treasury Annex on the east side of the square.

(Continued on page 31)

Modern Lamps

(*Continued from page 23*)

They include the rugs woven in the Near East to suit the tastes of Spanish grandees.

Through all the periods the most distinctive of Spanish rugs have borne coats of arms. In some examples the heraldic devices were an integral part of the design, but in most of the rugs the crest appears as if placed directly on the pattern. Some of the finest of the Spanish rugs were made for and given to the Church and the insignia indicated the donor.

To one who understands the language of textile decoration a Spanish rug tells an interesting story. In it one may find many of the decorative forms apparent in all our own textile patterns. From the Gothic period comes the fabled chimera; from the Renaissance the dolphins, the pomegranate, the wreaths and the acanthus; in rugs of the eighteenth century, when France was influencing Spanish furnishings, there is discoverable the light touch of the French court.

Now and then the Spanish rug weaver took a whimsical turn, as in a rug recently viewed in the private collection of a New York dealer. On the three oddly shaped panels that fill the oblong field is silhouetted the form of a long-necked goose, with roosters and wolf-like animals in smaller size woven in the surrounding spaces. In black and red, with accents of green and tawny yellow, the rug presents an almost primitive effect.

In the Metropolitan Museum is a wonderful Hispano-Mooresque rug of the fifteenth century that has in its borders a complete pantomime of swans, bears, stags, dogs, horses and other animals, with women in crinoline skirts, children in stiff little dresses and mighty huntsmen.

* * *

Decorative furnishings in brass again press for attention, now that a modern lacquer reduces the need for polishing. In early days in this country the charm of the color and the adaptability of the metal to the designer's whim and the craftsman's tools made brass the most important metal for household utensils. Then other metals took the place of brass, or, when brass was used, it was commonly given an artificial finish of gilt. Of late decorative objects made of plain brass are being resurrected.

One of the forms in which brass has reappeared is the lantern or Cromwellian clock. This timepiece, with a bell on the top, with its frank, round dial plate and its decorative "fret" is a quaint addition to almost any interior. This "bird cage" or "chamber" clock is now offered in excellent modern reproductions in several sizes. Of the originals the earliest ones were only from three to five inches square, while the later ones were twice as large.

The lantern clock appeared in England in the homes of the wealthy about the middle of the seventeenth century. Originally it was equipped with a long pendulum and weights, which required that the timepiece be placed on a bracket. Nowodays regular clock works are installed and the pendulum and weights have been discarded.

Of these examples of the art of the brass smith and clockmaker the best were imported or were brought with settlers from England and Holland. They were very well constructed, with works of brass; some of the old ones still mark the hours, 200 years after they were first made.

A brass object that allowed almost as much latitude for the brass smith's skillful hands was the old fireplace trivet. Many of these useful stands for keeping kettles warm on the hearth or that, on occasion, were used to support a pot or a frying pan over the fire, have come down to us. The flat surface of the stand invited ingenious patterns.

Brass trivets, which may be picked up in antique examples or in modern reproductions, have a modern use, in spite of gas ranges and electric cooking apparatus, in apartments where it is desired to keep the teakettle warm without using gas. An open pan of water placed on a trivet on the hearth is an aid, too, in supplying the moisture needed for the air of modern houses.

Many trivet-top designs are geometrical; some, found on round-topped trivets, emulate, in the arrangement of radiating circles and curved lines, the rose designs of cathedral windows. Other types have outlines of animals wrought in the brass. The eagle is found on some; on others the squirrel, love birds and a prancing horse are seen. Surrounding the central motif is generally a decoration of leaf forms. A Viking ship with a border of dolphins and the rampant lions of the English coat of arms sometimes appear.

Trivet connoisseurs devote attention to the different types of legs in these old-fashioned brasses. Some have four legs, some three, and those that hook over the fender on one side are equipped with two. All of them, except the very early types, have handles so that they may be moved around when they are hot. Reflecting the period styles of the time in which they were made are the cabriole leg of Queen Anne's day—a graceful outward curving of the rounded leg with a flattened foot—the early Georgian type, with a claw foot similar to the leg found on Chippendale chairs, and the later Georgian style of the straight, round-turned leg.

For use on a console the tall brass candlestick has been surmounted by a six-sided lantern like an old-fashioned door or carriage lamp. Supplied with glass, which in its apparent imperfections, simulates the glass of other days, a pair of these fitted for electric light may in a foyer create an illusion of the buggy-riding age—but with something, too, of the decorative flair of today.

In the seventeenth and eighteenth centuries numerous utensils were made of brass. One of the oddest things that may be had in reproductions is what was probably the first slot machine. This was a brass box from which tobacco was dispensed. It used to be placed on the table of an inn, and patrons could secure tobacco by dropping a penny into an opening. This unlocked the lid of the compartment in which the tobacco was kept. After helping himself to a pipeful the smoker would close the lid, thus locking it again.

New York Imports

June 22nd

S. S. Nobles, from Leghorn, Italy

Stern Bros., 12 cases earthenware and glassware
Globe Shipping Co., 17 cases earthenware
Gommi & Co., 18 cases earthenware, etc.
Tice & Lynch, 20 cases earthenware, etc.
Amer. Shipping Co., 10 cases earthenware, etc.
Cleveland Trust Co., 4 cases earthenware
Friedlaender Co., 5 cases earthenware
Amer. Express Co., 13 cases earthenware, etc.
Columbo & Co. 9 cases earthenware
Union Trust Co., 8 cases earthenware, etc.

From Genoa, Italy

Herbert & Neuwirth Co., 7 cases earthenware, etc.

S. S. Cabo Santa Maria, from Sevilla, Spain

C. Newborg, 3 casks crockery

S. S. Tomalva, from Antwerp, Belgium

Borgfeldt, Geo., & Co., 17 casks earthenware, 68 packages crockery
Wolf, L., & Co., 52 cases toys
Bloch, L. D., & Co., 1 case earthenware

S. S. Westphalia, from Hamburg, Germany

Nelson Bead Co., 2 cases chinaware
Robinson, H. W., & Co., 25 cases glassware
Weiss Forwarding Co., 1 case crockery
Chatham & Phenix Nat. Bank, 20 crates earthenware
Schenkers, Inc., 37 cases glassware
Judson Freight Forwarding Co., 1 case crockery
Pomerance, S. H., & Co., 8 cases glassware
Irwin, J. D., & Co., 2 cases earthenware
Hesse, D. S., & Bro., 1 case glassware
Hirsch, G., Sons, 27 cases glassware
N. Y. Mdse. Co., 41 cases crockery, glassware, etc.
Guaranty Trust Co., 4 cases crockery
International Fwdg. Co., 16 cases earthenware
Order, 10 cases crockery, 1 case porcelain, 2 cases earthenware
Commonwealth Bank, 10 cases crockery
Noe, W. R., & Sons, 1 case hollowglass, 10 cases glassware
Straus, N., & Sons, 67 cases crockery and earthenware
Roloson, A. F., 11 cases chinaware
Schroder, J. H., Banking Corp., 12 cases crockery
International Forwarding Co., 26 cases glassware
Modern Braid Co., 1 case crockery
Eleto Co., 12 cases crockery
Downing, R. F., & Co., 5 cases hollowglass, 1 case glassware
Wanamaker, J., 1 case glassware
Altman, B., & Co., 3 cases earthenware, 1 case glassware
Elite Import Co., 30 cases glassware
Batlin, L., 14 cases glassware
Greenberg, L., & Son, 4 cases glassware
Inwald, J., Glass Co., 3 cases hollowglass
Richard Shipping Corp., 4 cases glassware
Klein, G., & Son, 2 cases crockery
Greenfield, E., Sons, 2 cases glassware
Kuyper, P. C., & Co., 1 case earthenware
Inwald, J., Glass Co., 2 cases glassware
New England Supply Co., 3 cases glassware
Gordon, S., Co., 3 cases glassware
Schenkers, Inc., 15 cases glassware, 1 case crockery
Koscherak Bros., 13 cases glassware
Sullivan, W. C., & Co., 14 cases glassware
Vandegrift, F. B., & Co., 24 cases glassware
Sullivan, W. C., & Co., 2 cases glassware
Safran & Glucksman, 1 case glassware
Comptoir de Barsky, 5 cases chinaware
Brown & Roese, 3 cases hollowglass
Straub, P. A., & Co., 17 cases china and earthenware
Graham & Zenger, 42 cases crockery
Metropolitan Pottery Co., 9 cases crockery
Hensel, Bruckmann & Lorbacher, 1 case glassware
Rice, I. W., & Co., 6 cases glassware
American Thermo Ware Co., 5 cases glassware
R. & G. Import Co., 7 cases crockery
Dalin & Martin, 8 cases crockery, 1 case glassware
Goldman, H. A., Inc., 6 cases crockery
Marks Bros., 3 cases glass
Paul, P., & Co., 2 cases glassware
National Bead Co., 3 cases glassware
Julia Corp., 1 case glassware
Mohawk Novelty Co., 1 case crockery
Wolff, H., & Co., 2 cases glassware
Malhame & Co., 4 cases glassware

S. S. Baltic, from Liverpool, England

Dickinson, E. B., Inc., 12 hogsheads earthenware
Fondeville, A. J., Co., 19 crates earthenware and china
Boote, E., 2 casks china, 17 packages earthenware
Pitcairn, W. S., Corp., 34 cases china and earthenware
John Davison, Inc., 4 casks china and glassware
Southern Pacific Co., 4 cases rock crystals
Justin Tharand, Inc., 6 packages earthenware
Leyland, P. N., 12 crates earthenware
Borgfeldt, G., & Co., 1 case earthenware, 1 case trays
Maddock & Miller, 55 packages earthenware and china
Order, 18 cases glass
Wanamaker, J., 1 cask earthenware
Wanamaker, J., 2 casks glassware
Nathan Strauss & Sons, 3 crates earthenware
Sellers, C. W., 19 casks earthenware
Macy, R. H., & Co., 6 cases earthenware
Stern Bros., 2 casks glassware
Edmiston, H., 4 packages crockery
Bernard, J. E., & Co., 1 crate earthenware

S. S. Sierra Ventana, from Bremen, Germany

Chatham & Phenix National Bank & Trust Co., 13 cases earthenware
Semon Bache & Co., 7 cases glassware, 2 cases window glass
Phoenix Shipping Co., 7 cases glassware, etc.
Loewenthal, J., & Co., 1 case glassware
Hensel, Bruckmann & Lorbacher, 1 case glassware
Lisner, D., & Co., 12 cases crockery, etc.
Hensel, Bruckmann & Lorbacher, 1 case glassware
Hutter, K., Inc., 45 cases crockery
Order, 17 cases crockery

S. S. Patagonier, from Antwerp, Belgium

Amer. Shpg. Co., 69 cases majolicas, 2 cases glassware, etc.
Ovington Co., 18 cases majolicas
Davies, Turner & Co., 8 cases majolicas
Globe Shpg. Co., 11 cases glassware, etc.

June 23rd

S. S. Ryndam, from Rotterdam, Holland

Grace Nat. Bank, 107 cases crockery
Foster, W. A., & Co., 98 cases glassware
Phoenix Shipping Co., 123 cases crockery, glassware, etc.
Basch, S., Imp. Corp., 38 cases crockery
Mikado Goldfish & Supply Co., 35 cases hollowglass
Herbert, Neuwirth Co., 14 cases earthenware
Noe, W. R., & Sons, 70 cases lamp shades
Fourman Bros., 12 cases crockery

S. S. Drottingholm, from Gothenburg, Sweden

Venon, J. H., Inc., 97 cases glassware
Anderson, A. E., 1 case glass

S. S. Majestic, from Southampton, England

Guerin, Pouyat Elite, Ltd., 28 cases porcelain
Strauss, N., & Sons, 9 casks porcelain
Tharaud, J., 15 casks porcelain
Haviland China Co., 41 casks porcelain
Eastern Art Shop, 3 cases glassware
Altman, B. & Co., 2 cases porcelain
Portenoy Co., 1 case porcelain and glassware
Henjes, F., Jr., & Co., 1 case china and glassware
Commonwealth Bank, 11 cases glassware
Downing, R. F., & Co., 4 cases china, etc.
Tiffany & Co., 2 cases glassware

S. S. Samaria, from Liverpool, England

Gilman Collamore & Co., 1 cask glassware
Davis Collamore & Co., 2 cases china and earthenware
Schlemmer & Co., 2 casks earthenware
Gimbel Bros., 2 crates crockery
Gerlach, H., 26 packages earthenware
Plummer, H., & Co., 1 cask chinaware
Guaranty Trust Co., 10 crates earthenware
Rowland Marsellus Co., 3 crates earthenware
Meakin & Ridgway, 33 packages china and earthenware
Eleto Co., 18 cases glassware, etc.

June 24th

S. S. United States, from Copenhagen, Denmark

Overton & Co., 1 case porcelain
Royal Copenhagen Porcelain, 4 cases porcelain
Markt & Hammacher Co., 32 cases enameled hollow ware
Hennings, W., 4 cases pottery
Wille, M., 1 case earthenware

S. S. Paris, from Havre, France

Vandegrift, F. B., & Co., 10 cases chinaware
Henjes, F., Jr., 17 cases glassware
Taub, Hummel & Schnall, 16 cases glassware
Hudson Fwdg. & Shpg. Co., 10 cases glassware

Gunthel & Cruveilher, 18 casks chinaware
Vantines Co., 4 cases faience
Coty, Inc., 24 cases glassware
Vandegrift, F. B., & Co., 2 cases glassware
Globe Shipping Co., 4 casks chinaware
Lord & Taylor, 2 cases majolica
Macy, R. H., & Co., 6 casks chinaware
Globe Shipping Co., 14 cases majolica
Bank of U. S., 2 cases glassware
Bergdorf, Goodman Co., 1 case glassware
Sloane, W. & J., 1 case porcelain
Haviland, T., & Co., 54 casks porcelain
Murphy, A., & Co., 6 packages china and glassware
Greene, H. L., 3 cases porcelain
Hampton, J. W., Jr., & Co., 2 cases porcelain
Roger & Gallet, 8 cases glassware
French American Glass Co., 42 cases glassware
Caldwell, E. F., & Co., 2 casks glassware

S. S. Toba Maru, from Kobe, Japan

Morimura Bros., 14 cases earthenware
Amer. Ex. Irving Trust Co., 24 cases earthenware

From Osaka, via Kobe

Taiyo Trading Co., 20 cases earthenware

S. S. Innoko, from Rotterdam, Holland

Schenkers, Inc., 1 case earthenware
Kress, S. H., & Co., 2 cases crockery
Lightolier Co., 12 cases lamp shades
Illfelder & Co., 6 cases crockery
Bloch, L. S., & Co., 82 cases earthenware
Lazarus & Rosenfeld, 12 cases earthenware and crockery
Borgfeldt, G., & Co., 107 cases earthenware

June 25th

S. S. Republic, from Bremen, Germany

Hensel, Bruckmann & Lorbacher, 17 cases glassware
Drakenfeld, B. F., & Co., 10 cases glassware
Henjes, F., Jr., Inc., 6 cases hollowglass, etc.
Robinson, A. F., 3 cases crockery 1 case clay plates
Hensel, Bruckmann & Lorbacher, 3 cases porcelain
Schenkers, Inc., 9 cases glassware
American Express Co., 57 cases hollowglass, 2 cases art flowers, 3 cases leather
State Bank, 16 cases earthenware, etc.
Hennigson, E., Co., 1 case glassware

S. S. President Roosevelt, from Bremerhaven, Germany

Bailey, Green & Elger, 6 cases glassware
Wyle, J. J., & Bros., 12 cases glassware
Robinson, H. W., & Co., 7 cases glassware
Stern, Stiner Co., 23 cases glassware
Pomerance, S. H., Co., 49 cases glassware
Colonial Bead Co., 9 cases glassware
Wrought Iron & Art Glass Fixture Co., 16 cases glassware, etc.
Blumenthal, B., & Co., 3 cases glasssware
Elliot, Greene & Co., 15 cases glassware
Silverman, F., 6 cases glassware
State Bank, 6 cases glassware
Forbes, A. W., 1 case crockery
Namm & Singer, 8 cases glassware
Roloson, A. F., & Co., 10 cases crockery
Corbett, M. J., & Co., 2 cases glassware
Hesse, D. S., & Bros., 6 cases glassware, etc.
Kurtz & Dawer, 3 cases glassware
Person & Weidhorn, 3 cases glassware
Hirsch, G., & Sons, 15 cases glassware
Merchants Bank, 10 cases glassware
Murphy, A., & Co., 3 cases glassware
Lidz Bros., 10 cases glassware
Sheldon, G. W., & Co., 4 cases glassware

June 27th

S. S. Berengaria, from Southampton, England

Weiss, Biheller & Co., 2 cases glassware, etc.
French American Glass Co., 1 cask glassware
Titan Shipping Co., 1 case glassware, etc.
Robold, J. C., & Co., 2 cases chinaware
Caldwell, E. F., & Co., 1 case pottery
Portenoy Co., 3 cases glassware
O'Brien, O., 1 case earthenware

S. S. Conte Biancamano, from Genoa, Italy

Lazarus & Rosenfeld, 2 casks earthenware
Amer. Shpg. Co., 1 case earthenware
Gallagher & Ascher, 1 cask earthenware
Herbert & Neuwirth Co., 7 cases earthenware

June 28th

S. S. American Trader, from London, England

Baker Irons & Dockstader, Inc., 1 cask earthenware
Altman, B., & Co., 2 casks earthenware, 1 case lamp shades
Tobias & Co., 6 cases earthenware

S. S. Carinthia, from Liverpool, England

Pitcairn, W. S., Corp., 39 packages earthenware and china
Eleto Co., 17 cases earthenware, etc.
Rowland & Marsellus Co., 5 crates earthenware
Gerlach, F. C., 18 packages earthenware
Davis Collamore & Co., 3 casks glassware
Ovington Bros. & Co., 1 cask chinaware
American Express Co., 8 packages earthenware
American Shipping Co., 21 packages earthenware
Vandegrift, F. B., & Co., 3 packages earthenware
Edmiston, H. C., 6 packages crockery
Eleto Co., 6 cases earthenware
Meakin & Ridgway, 25 packages china and earthenware
Plummer, W. H., & Co., 3 hogsheads earthenware
Borgfeldt, G., & Co., 3 packages earthenware
Vogt & Dose, 4 crates earthenware
Macy, R. H., & Co., 11 packages earthenware
Eleto Co., 6 packages chinaware, etc.
Butler Bros., 7 packages earthenware, etc.

S. S. Stuttgart, from Bremen, Germany

Phoenix Import Co., 3 cases glassware, crockery, etc.
Order, 7 cases hollowglass
Schmidt, W. H., 3 cases crockery
Berge, J. & H., 8 cases crockery
Lisner, D., & Co., 28 cases crockery, etc.
Willenborg, C., & Co., 2 cases glassware
Berger, G. G., 13 cases earthenware
Semon, Bache & Co., 20 cases glassware
Wolf, L., & Co., 20 cases china, earthenware, etc.
Irwin, J. D., & Co., 8 cases glassware
Strachan, R. D., 6 cases earthenware
Phoenix Shipping Co., 4 cases glassware

S. S. La Savoie, from Havre, France

Bernard, J. E., & Co., 1 case glassware, 12 packages glassware
Haviland, T., 50 packages porcelain
Ayer, H. H., 17 cases glassware
Macy, R. H., & Co., 2 casks faience
Gant, M. A., & Co., 7 cases porcelain

S. S. Caucasier, from Antwerp, Belgium

American Shipping Co., 22 casks majolica, 6 cases majolica
Ovington & Co., 5 cases majolicas
Altman, B., & Co., 28 packages majolicas
Leonhardt & Brush, 6 packages majolicas

S. S. Pipestone County, from Havre, France

Globe Shpg. Co., 1 case china
Herbert & Neuwirth Co., 1 case pottery
Amer. Exp. Co., 8 cases pottery

Cecil Taylor Goes With National China

A marked change in the sales policy of the National China Co., Salineville, O., was announced this week by Frank P. Judge, Jr., sales manager for that concern. Cecil E. Taylor, one of the most widely known dinnerware salesmen on the road today has become associated with the National, and will cover the states of Pennsylvania, Maryland, West Virginia and Virginia. Mr. Taylor opened at the Ft. Pitt Hotel, Pittsburgh, Pa., last week with this line. E. E. Wilgus, who has been traveling New England territory has been continued in that district, relieved of his Pennsylvania territory, and has been given extended western territory, which will take him to Kansas City. The National China Co., is now producing an exclusive line of ivory body dinnerware, having recently eliminated its white body. Only very recently a number of new and exclusive patterns have been listed on this line, all of which are now being shown by both Mr. Wilgus and Mr. Taylor.

W A N T E D

Rates: 40 cents per line for first insertion; 20 cents per line for following insertions. Seven words per line. Minimum initial charge $2, payable in advance.

CHINA SALESMEN WANTED

WANTED—China salesmen to represent us in two or three states visiting the large regular and premium trade. Replies held strictly confidential. The Limoges China Company, Sebring, Ohio.

TWENTY-THIRD STREET SHOWROOMS WITH FIXTURES TO SUBLET

ANYONE desirous of securing an unusually attractive salesroom on 23rd Street, ready to move in, should call or communicate with S. H. Slobodkin, 18 West 23rd Street. The place is completely equipped and furnished with beautiful fixtures for displaying china and glassware lines.

WANTS GLASS LINE FOR PACIFIC COAST

EASTERN man, now residing in Los Angeles, Calif., desires representation of Table Glassware Factory, also Factory making lime Blown Ware on commission basis. Can furnish A-1 references. Reply to Box No. 638, care CROCKERY AND GLASS JOURNAL.

SOUTHERN TRAVELER WANTS CONNECTION

SOUTHERN traveler with A-1 following, China, Glass and Novelties, desires connection with responsible concern. Best of references. Address Box 640, CROCKERY AND GLASS JOURNAL.

GLASS AND POTTERY LINE WANTED

NEW firm of New York factory representatives, with salesroom on 23rd Street, is open for line of glassware and pottery. Experienced salesmen, well acquainted with the trade, prepared to give unusually live representation. Address Box 643, CROCKERY AND GLASS JOURNAL.

Buyers in New York

JUNE 22, 1927

W. Ackerman, housefurnishings, W. R. Moore D. G. Co., Memphis, Tenn., 350 Broadway.

C. H. Hurlburt, china, glass and lamps, D. M. Read Co., Bridgeport, Conn., 315 Fourth Avenue.

JUNE 23, 1927

Mr. Twitchell, housefurnishings, Hutzler Bros., Baltimore, Md., 1440 Broadway.

E. M. Donaher, toys, The Shepard Stores, Boston, Mass., 220 Fifth Avenue.

JUNE 24, 1927

M. Moreland, china and housefurnishings, Mendel & Harris, New Haven, Conn., 115 West 30th St., 11th floor

F. C. Keffer, china, glass and housefurnishings, Kline, Eppiheimer Co., Reading, Pa., 432 Fourth Ave.

JUNE 25, 1927

J. A. Kelly, china and glassware, Rice, Stix D. G. Co., St. Joseph, Mo., 93 Worth St.

JUNE 28, 1927

Mr. Wheeler, housefurnishings, Gilchrist Co., Boston, Mass., 128 W. 31st St. (Amer. Retailers' Ass'n).

Fred C. Herr

(Continued from page 9)

Mr. Herr was the soul of honor and was greatly admired by all who knew him for his fine traits of character.

Mr. Herr had not been in good health for some years having suffered with heart trouble and a throat ailment. His poor health, however, had not been serious enough to keep him from attending to business.

He returned from a three months' trip over his territory the early part of June and soon after his return was taken ill and he had been confined to his bed for twelve days before he passed away from heart disease.

His death occurred Saturday, June 25, at 5435 N. American St., Olney, Philadelphia, Pa., and his funeral was held there on Wednesday afternoon, at two o'clock.

He is survived by a widow. His father who was also well known in the trade for years as a china salesman passed on at his home in Philadelphia about a year ago.

PETER POTTER



Peter Potter Says: The feller who exercises a little everyday is no dumb-bell. You fellers in th' trade orter get out to the golf tournament every month in addition to your regular exercisin'.

America's Best Customers

Of the twelve best customers of the United States, listed by the Department of Foreign Commerce of the Chamber of Commerce of the United States in its review of Our World Trade for 1926, three might be regarded as next door neighbors.

The United Kingdom heads the list, taking during the year American exports valued at $972,385,000. Canada is second, with $738,475,000. Cuba is seventh in the list with $160,488,000, and Mexico eleventh, with 134,994,000.

Glass News

(Continued from page 13)

interests that the recent floods in the south and southwest did more damage in Arkansas than in any other southern state. This has been a rather hard blow to the St. Louis jobbers and also those at Little Rock, Ark. A record has been presented showing that over 1,800,000 acres of land were flooded in Arkansas as against 735,000 acres in Mississippi. It is also said that the farm trade will be a rather long time recovering their normal buyer power.

Illinois-Pacific to Erect Los Angeles Factory

The Illinois-Pacific Glass Co., with general offices at San Francisco, has announced its intent to erect a new factory at Los Angeles, at a cost of $500,000. Plans for the building are nearing completion, also a schedule of factory equipment. Completion of this plant will enable the company to give improved service to its west coast trade.

Stockton to Build $500,000 Store

Western selling representative for local factories have sent word east of the intent of the Stockton Drygoods Co., Stockton, Calif., to erect a new department store at a cost of $500,000. The advices also refer to the intent of the company to carry many more lines than has been its custom, including housefurnishings.

Filene Seeks Cooperation

(Continued from page 14)

and and the National Retail Dry Goods Association, which represents the department store interests of the United States, might be responsible for organizing the American side.

"A joint trade relations committee, organized on these lines," he concluded, "would serve as an experiment to determine the possibilities for more extended activity in the future to improve trade relations in the international field."

Selling the World

(Continued from page 21)

eign countries in quantity very shortly after they had achieved national distribution or widespread distribution in the domestic market. Radio apparatus offers perhaps the most conspicuous example of this entrance into world markets before the home market had been intensively sold. Automobile equipment and toilet articles offer their examples. In some lines the existence and the desirability of the foreign market are so well known that new American products are put into export distribution at the same time that the product is put on the home market. Recently an American automobile manufacturer came out with a new car, and within a few weeks advertised here that his car was on the road in forty-two foreign countries."

Overshadowing the White House

(Continued from page 26)

"It is hoped," the commission said in one of its reports, "that the future development of the remainder of Lafayette Square may proceed along the lines so auspiciously begun."

"There is a national interest," the Board of Directors of the National Chamber declares, "in the preservation of the dignity of the White House, both because it is the official residence of the President of the United States and because it has become a building of such historical associations that it is an outstanding national monument."

A Business Confederation of Europe

A European commercial federation, such as actually exists among the forty-eight States of the United States, was one of the last predictions made by Walter Leaf, late President of the International Chamber of Commerce, who died on March 8, in England. He saw in the organization of international cartels, now in progress, an approach to such a confederation.

"The conviction is rapidly growing," he said, in his annual address to the Chamber, "that it is possible to find a way out by international agreements within great industries as a whole, whereby production may be unified on a large basis; whereby inefficient business may be absorbed into efficient wholes, and the partition of production may be agreed between countries concerned in such a way that each district shall be employed solely in the production of that for which it is best suited. We have had before us the last few months the materialization of such a scheme in the great combine in the iron and steel trades, covering France, Germany, Belgium and Luxembourg, and now being auxiously considered by the iron and steel producers of Great Britain.

"They form, so far as I can see, the only possible means of escape, the only shock absorber which can render practicable the transition to a more human and rational scheme of international economic co-operation. Thus only can we look forward to such an economic confederation of Europe as forms the first condition for a future prosperity to rival that of the United States of America."

She Hoped Not

"Well, Mrs. Johnsing," announced the colored physician, after taking her husband's temperature, "Ah has knocked the fever outen him. Dat's one good thing."

"Sho' nuff," was the excited reply. "Does dat mean dat he's gwins to git well, den?"

New York Directory

IMPORTERS

GEO. F. BASSETT & CO., *141 Fifth Ave.*
"The Dinnerware House of America."

L BERNARDAUD & CO., *61 West 23rd St.*
French China Dinnerware, Short Lines. White China for Decorators.

FERDINAND BING & CO.'S, *Successors, 67-69 Irving Place, near 18th St.*
Art Pottery, Bronzes, Marbles and Lamps.

L. D. BLOCH & CO., *37-41 East 18th St.*
Importers of China and Glass, Mfrs. of Lamps, Shades and Novelties.

EDWARD BOOTE, *35-37 West 23d St.*
Cauldon China. Wood & Sons' Earthenware, Gibson & Sons' Teapots.

CONTINENTAL CERAMICS CORPORATION, *149-151 Fifth Ave.*
Importers of Thomas and Krister decorated and white dinnerware. Open stock patterns carried. Telephone Ashland 7816.

COPELAND & THOMPSON, Inc., *206 Fifth Ave.*
Copeland's China, Earthenware and White China fancies. Phone, Ashland 2975.

JOHN DAVISON, Inc., *14 Barclay St.*
English China, Earthenware and Glass.

EDWARD B. DICKINSON, INC., *49 West 23rd St.*
English "Ceylon Ivory" Dinnerware, "Hook-Lid," Cube and Rock Teapots.

A. J. FONDEVILLE & CO., *24 West 23rd St.*
Successors to Fondeville & Van Iderstine. Importers of China, Glass and Earthenware.

OTTO GOETZ, INC., *122 Fifth Ave.*
Importer of Crockery, China and Glassware for immediate delivery.

GRAHAM & ZENGER INC., *104 Fifth Ave.*
Importers of Black Knight China. Telephone, Chelsea 7477.

HARUTA & CO., *141 Fifth Ave.*
Importers of Japanese goods. Phone Caledonia 4475.

HAVILAND & ABBOT CO., *920 Broadway, corner 21st St.*

HAVILAND CHINA CO., Inc., *1107 Broadway.*
The Famous "Haviland China" known since 1840.

HEINRICH & WINTERLING, INC., *49-51 West 23rd St.*
Dinnerware from Heinrich & Co., Selb. Also Fancy China from Winterling.

HERMAN C. KUPPER, Inc., *39-41 West 23d St.*
Ahrenfeldt French China.

KAHLA CHINA CORP., *39 W. 23rd St.*
German dinnerware and fancy china. Gram. 0687.

LEVY BROS. CHINA CO., *467-9 Keap St., Brooklyn.*
Importers and decorators. Large stocks dinnerware, 23-piece tea sets, service plates. Immediate delivery.

MADDOCK & MILLER, Inc., *39-41 West 23d St.*
English Wares of Merit: John Maddock & Sons, Royal Worcester, Allerton's Crown Ducal Ware, Carlton Ware, Price Bros. Teapots.

MOGI, MOMONOI & CO., *105-107 East 16th St.*
Importers of Japanese Goods. Telephone—Stuyvesant 8595-8596-8597.

MORIMURA BROS., *53-57 West 23d St.*
Japanese Goods.

The Fifth Avenue Building



Uptown Headquarters for the Pottery Glass China Metal Goods and Housewares Trades

FRED. C. REIMER CO., Inc., *49-51 W. 23rd St.*
"Furslenberg" — Dinnerware, "Schierholz"—Art Goods, "Royal Dux"—Art Goods, "Theresienthal"—Fine Crystal, Venetian Glassware, French and Italian Pottery, White China. Phone Gramercy 5181.

ROSENTHAL CHINA CORP., *149-151 Fifth Ave.*
Importers of Rosenthal china dinnerware, placeplates, lamps, art figures. Hotel china. Telephone Ashland 7816.

FRANCIS H. RUHE, *14 West 23rd St.*
Importers of China, Glassware and Specialties. Telephone Gramercy 2228.

PAUL A. STRAUB & CO., *105-107 Fifth Ave.*
Tirschenreuth Dinnerware, Old Abbey Ivory Body Dinnerware, Rona and Verra Crystal Tableware. Specialties in glassware, etc.

ROBERT SLIMMON & CO., *96 to 102 Church St.*
A. J. Wilkinson's, Ltd., Bourne & Leigh, R. Sudlow & Sons, Shorter & Sons, Royal Aller Vale and Watcombe Pottery.

NATHAN STRAUS & SONS, Inc., *119 Fifth Ave., at 19th St.*
Large stock of imported open-stock dinnerware. Sole distributors of "Royal Schwarzburg" and "Superieur" Limoges dinnerware, Gift Shop Specialties.

TAIYO TRADING CO., Inc., *101 Fifth Ave.*
Japanese China, Lamps and Bric-a-Brac.

B. TOMBY & CO., *20 West 23d St.*
Representing: Hutschenreuther Selb, Schlegelmilch, Schoenwald, Villeroy & Boch, etc.

JUSTIN THARAUD, Inc., *24 West 23d St.*
Sole Agent for L'Union Ceramique. Limoges, France.
Myott, Son & Co., Hanley Staffs, England. Royal Bayreuth China, Bavaria. Telephone Gramercy 5150

E. TORLOTTING, INC., *35-37 West 23rd. St.*
Representing Cristalleries De St. Louis, Plateelbakkerij "Zuid—Holland", Gebr. Lorenz (Czecho-Slovakia). Gramercy 5299.

UNITED ARTS AND CRAFTS INC., *47 W. 47th Street.*
Modern ceramics in unusual forms, colors and glazes.

VOGT & DOSE, *14 W. 23rd St.*
Open stock dinnerware patterns White China for decorating.

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Martin China, Limoges; Gustafsberg China and Earthenware, Sweden; Kosta Crystal, Sweden; Rorstrand China and Earthenware, Sweden.

KENNARD L. WEDGWOOD, *255 Fifth Ave., between 28th and 29th Sts.*
Josiah Wedgwood & Sons, Ltd. Telephone Madison Square 7429.

DOMESTIC GLASSWARE

BONITA ART GLASS COMPANY, *Factory at Huntington, W. Va.*
Exclusive Imported & Domestic Decorated Glass and China. Herbert Glass & Import Corporation, 35-37 West 23rd St., representative.

BRYCE BROTHERS COMPANY
Blown lead glassware in Crystal and Colors—Cut, Etched and Engraved. J. Duncan Dithridge, Representative. 240 Fifth Ave.

CAMBRIDGE (O.) GLASS CO., *New York Salesroom, 184 Fifth Avenue.*
Manufacturers "Nearcut" tableware, thin blown tumblers and stemware.

ECONOMY GLASS CO., *Morgantown, W. Va. D. King Irwin, Representative, Fifth Ave. Building*
Fine blown tumblers and stemware.

FOSTORIA GLASS CO., *141-147 Fifth Ave.*
Pressed and blown glassware. Chas. L. Weddle, Representative.

GILLINDER & SONS, Inc., *220 Fifth Ave.*
Lighting glassware, glass specialties.

THE HOCKING GLASS SALES CORP., *129-131 Fifth Ave.*
George E. Nicholson, Representing Hocking Glass Co., Lancaster Glass Co., Standard Glass Mfg. Co., Lancaster, Ohio. Ashland 7207-7208.

SUSQUEHANA CUT GLASS CO., *T. W. Hamilton, Representative, 139 Fifth Ave.*

WESTON GLASS CO., INC.
Blown Tableware. T. W. Hamilton, Representative, *139 Fifth Ave.*

UNITED STATES GLASS CO., *Albemarle Bldg., 24th St. and Broadway.*
Pressed and blown glassware.

WESTMORELAND GLASS CO., *Horace C. Gray Co., Representatives, Fifth Avenue Building.*
Pressed glassware, decorated glassware, novelties.

LAMPS, SHADES AND LIGHTING FIXTURES

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F. W. DALRYMPLE, *16 West 23rd St.*
Representing E. H. Sebring China Co., Sebring, O., manufacturers of dinnerware and premium specialties. Telephone, Gramercy 4413.

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ROSEVILLE POTTERY CO., *18 West 23rd St.*
F. D. Van Arsdale, New York Manager. Art Pottery, Jardinieres, Baby Plates and Sets, Bird Baths, Carden Pottery.

THE SEBRING POTTERY CO., *Sebring, Ohio.*
New York Office and Sample Room. 206 Lexington Ave. Chicago Office and Sample Room, American Furniture Mart Building, Spaces 930 and 931, 666 Lake Shore Drive.

THE CRESCENT CHINA CO., *Sebring, Ohio.*
M. I. George, Representative, 206 Lexington Ave. High-Grade Dinner Ware.

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Telephone Watkins 8467

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The Silver City Glass Co.
Lewis County Cut Glass Co.

Dinnerware

The C. C. Thompson Pottery Co.

Underglaze Hotelware

Cook China Co.

Pottery

Oxford Pottery Co.

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FLOGEL DECORATING WORKS. *129-131 Fifth Ave.*
Dealers and Decorators of Fine Glass and China. R. H. Flogel, Proprietor. Phone, Ashland 2355.

LOTUS GLASS CO., INC., *200 Fifth Ave., Room 208.*
China and glass decorators. Gold encrusted, lustre, plate etchings and light cuttings on colored and crystal glassware.

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Iroquois China Co., *Hotel China.* National China Co., *Quality dinnerware.* Paden City Glass Mfg. Co., *Table, soda fountain glassware.* Economy Glass Co. Suite 319, telephone, Gramercy 6571.

THOMAS G. JONES, *Fifth Avenue Building.*
Representing McKee Glass Co., D. C. Jenkins Glass Co., McDonald Glass Works, Inc. Telephones, Gramercy 291-292.

GEO. C. KINDT & CO., Inc., *19-21 W. 24th St.*
Manufacturers and Factory Agents. Brass wares, mahogany goods, serving trays, mahogany candlesticks, floor lamps, electroliers, silk shades, silver-plated wares, decorated basket wares, toys, dolls. Telephone, Farragut 8850

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W. I. Tycer Pottery Company.

HENRY WITTE, 43 West 23rd St.
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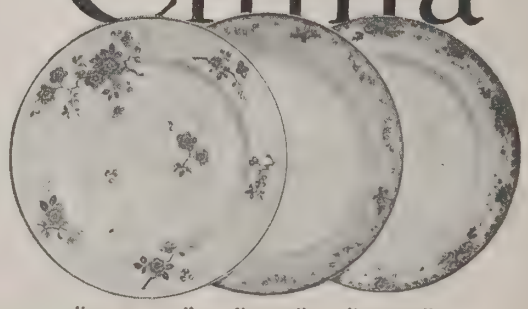
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